



**EUROGROUP
FOR ANIMALS**

BROILER CHICKEN WELFARE RESEARCH FOR EUROGROUP FOR ANIMALS

GERMANY REPORT

FEBRUARY 2019



EXECUTIVE SUMMARY

The European Union (EU) is one of the world's top producers in poultry meat. Every year, around 6 billion broiler chickens are raised for meat in the EU.¹ The poultry sector in the EU is characterised by intensification, a phenomenon whereby only a small number of specialised and highly industrialised broiler farms produce the majority of chicken meat on the EU market. Although farms raising more than 5,000 broilers only represent 1% of the overall number of broiler farms, they account for an overwhelming 93.5% of poultry meat production,² making the poultry sector one of the most intensified sectors in EU animal agriculture. Broiler chicken production in the EU is also expected to grow in the future³ due to consumer demand for affordable meat.⁴

Most broiler chickens are intensively farmed, bred for rapid muscular growth and slaughtered within an average of 42 days.⁵ There are a number of concerns regarding the conditions under which broiler chickens are reared and the impact that these conditions have on their health, behaviour and welfare. Concerns include: the poor quality of air, light and space; mutilations; no access to the outdoors; rapid spread of disease; mishandling during catching and transport; as well as inhumane slaughter methods.

As a result of these growing concerns, Eurogroup for Animals commissioned ComRes to conduct research in seven European countries: Germany, France, the UK, Spain, Italy, Poland and Belgium. The first six of these countries are the largest producers of poultry meat in the EU, representing more than 70% of EU production⁶ and housing more than three quarters of the farms with more than 5,000 broilers.⁷

In Germany, nearly all (95%) respondents say that they eat chicken, with half (49%) saying they eat chicken once a week or more.

German respondents are generally aware of the conditions in which broiler chickens are raised on industrial farms, but are not in agreement about how widespread the conditions are across industrial farms in the EU. Nine in ten (88%) say that broiler chickens at least sometimes live in overcrowded conditions and 80% think they at least sometimes suffer from poor health due to rapid growth. However, more than half (57%) mistakenly assume that broiler chickens at least sometimes have access to the outdoors on industrial farms in the EU.

The majority of German respondents agree that chickens are sentient (79%) and also say it is important that broiler chickens they live in a clean environment (88%) that is suitable for them to behave naturally, with enough light and space to roam around, spread their wings and forage (87%). Four in five German respondents also believe that it is important that broiler chickens have access to a covered or uncovered outdoor area (81%) and are humanely slaughtered (86%).

¹ European Commission, Overview Report: Use of Slaughterhouse Data to Monitor Welfare of Broilers on Farms, DG Health and Food Safety, p.1, 2016 (DG Sante 2016-8999).

² In 2010. European Commission, Eurostat, Statistics Explained, available at: https://ec.europa.eu/eurostat/statistics-explained/index.php/Meat_production_statistics_-_Poultry_meat .

³ European Commission, EU Production of Broiler, Expert Forecast January 2019, available at: <https://circabc.europa.eu/sd/a/cdd4ea97-73c6-4dce-9b01-ec4fdf4027f9/24.01.2019-Poultry.pdf>

⁴ P. Magdalaine, M.P. Spiess and E. Valeschini, Poultry Meat Consumption Trends in Europe, World's Poultry Science Journal, vol. 64, March 2008.

⁵ European Commission, Overview Report: Use of Slaughterhouse Data to Monitor Welfare of Broilers on Farms, DG Health and Food Safety, p.1-2, 2016 (DG Sante 2016-8999).

⁶ European Commission, Poultry Meat dashboard - Market dashboard, p. 9, available at: https://ec.europa.eu/agriculture/sites/agriculture/files/dashboards/poultry-meat-dashboard_en.pdf.

⁷ European Commission, Eurostat, Statistics Explained, available at: https://ec.europa.eu/eurostat/statistics-explained/index.php/Meat_production_statistics_-_Poultry_meat.

The majority (71%) of German respondents say they know little to nothing about the welfare of broiler chickens raised in the EU. Furthermore, over a quarter (29%) say that they don't know whether broiler chickens are raised under higher, lower, or the same animal welfare standards inside of the EU, compared to outside of the EU. Although imports from countries outside of the EU only represent 6% of poultry products on the EU market,⁸ the knowledge gap on methods of poultry production abroad is problematic given that standards are generally lower among the top importers of poultry meat from outside of the EU.⁹

Even though they are not fully informed on the conditions in which broiler chickens are raised on industrial farms, respondents express a desire for improved animal welfare legislation and higher quality consumer information. Nine in ten (89%) German respondents agree that the welfare of broiler chickens raised for meat should be better protected than it is now. When asked how best to do this, nearly two thirds (64%) of German adults say that setting higher legal welfare standards for broiler chickens is a top three priority for governments when improving the welfare standards of chickens. This indicates that the German public think that animal welfare regulations still considerably lag behind their desire for improved animal welfare laws.

Approaching nine in ten (88%) German respondents agree that chicken sold in the EU should be labelled by country of origin and a similar proportion agree that it should be labelled with information about the welfare standards they were raised under (84%).

Both meat eaters/omnivores as well as those with a diet involving a reduced intake of animal products¹⁰ support EU legislation on improved labelling and welfare standards. Furthermore, over half (56%) of German adults say they prefer to buy ethically sourced chicken (including organic, free range, animal welfare certified and locally-sourced origin), indicating a pre-existing appetite for higher legal standards of broiler chicken.

Nearly three quarters (73%) of German respondents report experiencing one or more barriers when choosing vegetarian and vegan substitutes for chicken. Over half (55%) say they encounter barriers under the form of high cost, concern about getting protein or a balanced diet, taking too long to prepare as well as lack of awareness, information and availability. Therefore, work could be done to help remove these barriers, through better nutritional information and better availability at retail points of sale.

This research has highlighted a widespread recognition amongst respondents of the need to improve EU legislation on the welfare of broiler chickens and consumer information on the country of origin of broiler meat and the welfare standards broilers are raised under.

The shift in consumption patterns towards an increased demand for non-caged eggs, following the mandatory labelling of methods of production for eggs in the EU,¹¹ suggests that the labelling of animal welfare standards could similarly improve the welfare of broiler chickens. This would empower Europeans to make more informed decisions and create a shift from cruel to more humane production methods. Whilst voluntary labelling schemes exist, this study finds that there is significant support for legislative progress to be made in the EU to improve the welfare and labelling standards amongst other farmed animals, including broiler chickens.

⁸ Number based on data of consumption of poultry meat in the EU – 28 by the OECD in tons and the number of tons imported in the EU – 28 by the European Commission.

⁹ Brazil, Ukraine, Thailand, Chile and Argentina are the EU's top sources of import for poultry meat. Of these countries, only Thailand has specific regulations for the welfare of broiler chickens.

¹⁰ This includes vegetarian, vegan, reducetarian, pescatarian, flexitarian or dairy-free diets.

¹¹ European Parliament, The Poultry and Egg Sectors: Evaluation of the Current Market Situation and Future Prospects, p. 24, 2010. Since the 2008 EU Regulation on the mandatory labelling of methods of production of shell eggs, the portion of laying hens kept in alternative systems (non-caged) keeps increasing (source: Eurogroup for Animals, Optimising Laying Hen Welfare in Cage-Free Systems, p. 38, 2018).

METHODOLOGY

ComRes conducted an online quantitative survey in which respondents were interviewed about their current understanding about broiler chicken welfare. We interviewed 1,004 adults in Germany aged 18+ online between 17th and 22th January 2019. Data were weighted to be representative of adults aged 18+ by age, gender and region.

Guidelines for the public use of survey results

ComRes is a member of the British Polling Council¹² and abides by its rules. This commits us to the highest standards of transparency.

The BPC's rules state that all data and research findings made on the basis of surveys conducted by member organisations that enter the public domain must include reference to the following:

- The company conducting the research (ComRes)
- The client commissioning the survey
- Dates of interviewing
- Method of obtaining the interviews (e.g. in-person, post, telephone, internet)
- The universe effectively represented (all adults, voters etc.)
- The percentages upon which conclusions are based
- Size of the sample and geographic coverage.

Published references (such as a press release) should also show a web address where full data tables may be viewed, and they should also show the complete wording of questions upon which any data that has entered the public domain are based.

All press releases or other publications must be checked with ComRes before use. ComRes requires 48 hours to check a press release unless otherwise agreed.

¹² www.britishpollingcouncil.org

FINDINGS IN DETAIL

Q1. Which of the following terms would you say best describes your diet?

	%
Meat eater/omnivore	63%
NET: Respondents with a reduced intake of animal products¹³	25%
Reducetarian	13%
Flexitarian	6%
Vegetarian	2%
Vegan	1%
Pescatarian	1%
Dairy-free	1%
I do not describe my diet as any of these	11%
Other	1%

Base: All respondents (n=1,004)

- Three in five (63%) German adults describe themselves as a **meat eater/omnivore**.
 - Adults who say they know a little/nothing at all about chicken welfare are more likely than those who say they know a fair/great amount to describe themselves as a meat eater/omnivore (67% vs 52% respectively).
- A quarter (25%) of German adults describes their diet as featuring a **reduced intake of animal products**. This includes around one in ten (13%) who describe their diet as **reducetarian** and 6% who describe their diet as **flexitarian**.
 - Adults educated beyond school level are more likely than those educated up to school level to describe their diet featuring a reduced intake of animal products (30% vs 22%).

¹³ This NET includes all respondents who selected one of the following diets: vegetarian, vegan, reducetarian, pescatarian, flexitarian or dairy-free.

Q2. How often, if at all, do you eat chicken?

	%
NET: Those who eat chicken	95%
NET: Once a month or more	88%
NET: Once a week or more	49%
Every day or almost every day	7%
At least once a week	43%
2–4 times a month	28%
Once a month	11%
Less than once a month	8%
Never	5%

Base: All respondents (n=1,004)

- Nearly all (95%) German adults say they eat chicken. Half (49%) report eating chicken once a week or more, with 7% saying they eat chicken every day or almost every day.
- Two thirds (65%) of 18–34 year olds say they eat chicken once a week or more, significantly higher than the proportions of those aged 35–54 (51%) and 55+ (39%) who say the same. German adults aged 55+ are also significantly less likely to say they eat chicken every day or almost every day (2% vs. 6% of those aged 35–54 and 16% of 18–34 year olds).
- Approaching nine in ten (86%) respondents who describe their diet as one featuring a reduced intake of animal products¹⁴ say they eat chicken.
- Adults who say they know a fair/great amount about the welfare of chickens raised for meat in the EU are just as likely to say they eat chicken as those who say they have little to no knowledge at all (94% and 96% respectively). In fact, German adults who say know a fair/great amount about the welfare of chickens raised for meat in the EU are significantly more likely to eat chicken every day or almost every day, compared to those who have little to no knowledge at all (14% vs. 4%).

¹⁴ Respondents with a reduced intake of animal products include those who describe their diets with the following terms: vegetarian, vegan, pescatarian, reducetarian, flexitarian and dairy-free.

Q3. Which of the following, if any, best describes your preference when buying chicken to eat?

	%
NET: Those who say they prefer to buy ethically sourced chicken¹⁵	56%
I prefer to buy locally sourced chicken	21%
I prefer to buy free-range chicken	13%
I prefer to buy animal welfare certified chicken	12%
I prefer to buy the cheapest chicken on offer	12%
I prefer to buy organic chicken	10%
I have another preference when buying chicken that is not listed	< 1%
I do not have any preferences when buying chicken	21%
Not applicable, I do not buy chicken to eat	6%
Don't know	5%

Base: All respondents (n=1,004)

- More than half (56%) of German adults prefer to buy at least one type of **ethically sourced chicken**.
 - Three quarters (75%) of those who say they know a fair/great amount about chicken welfare prefer to buy ethically sourced chicken, significantly higher than those who say they know a little/nothing at all (49%).
- One in five (21%) adults in Germany say they **do not have any preferences** when buying chicken.
 - A quarter of those who say they know little/nothing at all about chicken welfare say they do not have any preferences when buying chicken (25%), significantly higher than for those who say they know a fair/great amount (9%).
- One in five (21%) adults in Germany prefer to buy **locally sourced chicken**.

¹⁵ This NET includes all respondents who selected one or more of the following options: I prefer to buy organic chicken, animal welfare certified chicken, free-range chicken or locally sourced chicken.

Q4. Which of the following, if any, are barriers to you choosing a vegetarian or vegan substitute for chicken?

	%
NET: Any barrier	73%
Not as appealing as chicken, in terms of appearance, taste and texture	29%
NET: Any barrier other than appeal in terms of appearance, taste and texture	55%
Too expensive	19%
Not enough information about chicken substitutes	12%
Concern about getting protein/balanced diet	11%
Not readily available to me	5%
Takes too long to prepare	2%
Other, please specify	3%
I am not aware of vegetarian or vegan substitutes	12%
Don't know	8%
There are no barriers to me choosing a vegetarian or vegan substitute for chicken	18%

Base: All respondents (n=1,004)

- Three quarters (73%) of German respondents say they **experience barriers** to choosing a vegetarian or vegan substitute for chicken.
 - Four in five (81%) 18–34 year olds report experiencing barriers to choosing a vegetarian or vegan substitute for chicken. This is significantly higher than the proportion of those aged 34–54 (73%) and 55+ (69%) who say the same.
- The most common barrier, selected by three in ten (29%) German adults – including a third (33%) of meat eaters/omnivores – is that vegetarian or vegan substitutes for chicken are **not as appealing as chicken, in terms of appearance, taste and texture**.
- The price of vegetarian or vegan substitutes for chicken is also a common barrier, with one in five (19%) German adults saying they are **too expensive**.
- One in ten (12%) German adults say that they are **not aware of vegetarian or vegan substitutes**.
 - German adults aged 55+ are twice as likely as other age groups to say they are not aware of vegetarian or vegan substitutes for chicken (18% vs. 9% of 35–54 year olds and 8% of 18–34 year olds).
 - Those who say they know a little/nothing at all about chicken welfare are significantly more likely than those who say they know a fair/great amount about chicken welfare to say they are not aware of vegetarian or vegan substitutes for chicken (14% vs. 8%).

- One in ten (11%) German adults say **concern about getting protein/balanced diet** is a barrier to choosing a vegetarian or vegan substitute for chicken.
 - Adults educated beyond school level are more likely than those educated up to school level to say concern about getting protein/balanced diet is a barrier to choosing a vegetarian or vegan substitute for chicken (17% vs. 9%).

Q5. How much, if anything, do you know about the welfare of chickens raised for meat in the EU?

	%
NET: A fair/great amount	29%
A great deal	5%
A fair amount	24%
A little	58%
Nothing at all	13%
NET: A little/ nothing at all	71%

Base: All respondents (n=1,004)

- Seven in ten (71%) German adults say that they know **a little or nothing at all** about the welfare of chickens raised for meat in the EU.
- Respondents with a reduced intake of animal products are significantly more likely than meat eaters/omnivores to say that they know **a fair/great amount** about the welfare of chickens raised for meat in the EU (46% vs 24% respectively).
- Respondents aged 18–34 (37%) and 35–54 (31%) are more likely to say they know **a fair/great amount** about the welfare of chickens raised for meat in the EU compared to those aged 55+ (23%).
- Respondents who are educated up to school level (26%) are less likely to say they know **a fair/great amount** about the welfare of chickens raised for meat in the EU compared to those who are educated beyond school (34%).

Q6. To what extent do you agree or disagree with the following statements?

	NET: Agree	Strongly agree	Tend to agree	Tend to disagree	Strongly disagree	NET: Disagree	Don't know
Chickens do not feel pain	9%	4%	5%	17%	68%	85%	6%
Chickens are sentient, i.e. have the capacity to feel, perceive or experience subjectively	79%	39%	40%	8%	3%	12%	9%
Chickens are not intelligent	21%	5%	16%	36%	31%	67%	12%

Base: All respondents (n=1,004)

- One in ten (9%) German adults agree that **chickens do not feel pain**.
 - Respondents aged 18–34 (17%) and 35–54 (10%) are more likely to agree that chickens do not feel pain compared to those aged 55+ (3%).
 - Respondents with a reduced intake of animal products are more likely to agree that chickens do not feel pain compared to meat eaters/omnivores (12% vs. 8%).
 - One in five adults who say that they know a fair/great amount about chicken welfare say that chickens do not feel pain (19%), significantly higher than the proportion among those who say they know a little/nothing at all (4%).
- Four in five (79%) German adults agree that **chickens are sentient, i.e. have the capacity to feel, perceive or experience subjectively**.
 - Respondents aged 55+ are significantly more likely to *strongly* agree that chickens are sentient than younger respondents (44% vs. 35% of those aged 18–34 and 36% of those 35–54).
 - 17% of adults who say that they know a fair/great amount about chicken welfare disagree that chickens are sentient, significantly higher than the proportion of those who know a little/nothing at all that say the same (10%).
- One in five (21%) German adults agree that **chickens are not intelligent**, while one two thirds (67%) disagree with this.
 - Three in ten (31%) respondents aged 18–34 agree that chickens are not intelligent, compared to two in ten 35–54 year olds (19%) or those aged 55+ (18%).
 - 28% of adults who say that they know a fair/great amount about chicken welfare agree chickens are not intelligent, compared to 19% of those who know a little/nothing at all.

Q7. How important or unimportant are each of the following to you when chickens are raised for meat?

	NET: Important	5- Very important	4	3	2	1 - Very unimportant	NET: Unimportant
Are healthy and free from illness or disease	90%	73%	17%	8%	1%	1%	2%
A clean environment, with unpolluted air, clean litter, free from disease	88%	67%	21%	9%	1%	1%	2%
A suitable environment to behave naturally with access to natural light and enough space to roam around, spread their wings and forage	87%	64%	23%	10%	3%	1%	4%
Are slaughtered using a humane (i.e. quick and painless) method	86%	68%	19%	11%	2%	1%	3%
Are able to enjoy their lives without suffering	85%	61%	24%	12%	2%	1%	3%
Access to a covered or uncovered outdoor area	81%	56%	25%	16%	1%	1%	3%

Base: All respondents (n=1,004)

- Among the statements tested, German adults are most likely to say it is important that chickens raised for meat are **healthy and free from illness or disease** (90%) or are raised in a **clean environment, with unpolluted air, clean litter, free from disease** (88%). However, every aspect tested is seen as important by at least four in five (81%–90%) German adults.
- Germans aged 55+ are consistently more likely to say that the tested statements are important to them compared to younger adults. For example, nine in ten (90%) adults aged 55+ say that it is important that chickens raised for meat have **access to a covered or uncovered outdoor area**, compared to 70% of those aged 18–34 and 77% of those aged 35–45.
- Adults educated beyond school level are less likely than those educated up to school level to consider the tested statements are important. For example, 80% of those educated beyond school level say it is important chickens raised for meat **are able to enjoy their lives without suffering**, significantly less than those educated up to school level (88%).

Q8. How often, if at all, do you think that chickens raised for meat in industrial farms in the EU are subject to the following conditions?

	NET: At least sometimes	Always	Often	Sometimes	Rarely	Never	NET: Rarely/ Never	Don't know
Live in overcrowded conditions	88%	15%	55%	18%	4%	3%	6%	5%
Suffer from poor health due to rapid growth	80%	11%	45%	24%	6%	3%	8%	11%
Suffer mutilations	75%	6%	41%	28%	9%	5%	14%	11%
Grow up on the same farm where they were born	60%	9%	27%	25%	18%	6%	24%	16%
Have outdoor access	57%	7%	15%	35%	33%	4%	38%	5%

Base: All respondents (n=1,004)

- At least four in five German adults think that chickens raised for meat in industrial farms in the EU at least sometimes **live in overcrowded conditions** (88%) or suffer from **poor health** due to rapid growth (80%).
 - Respondents aged 18–34 are also significantly more likely than those aged 55+ to think that chickens raised for meat in industrial farms in the EU are always subject to overcrowded conditions (20% vs. 13% respectively). However, younger respondents are also twice as likely as older respondents to think this rarely/never happens (9% of those 18–34 vs. 5% of those 55+).
- Two in five German adults think that chickens raised for meat in industrial farms in the EU **rarely or never have outdoor access** (38%), with approaching three in five (57%) thinking that the chickens at least sometimes have outdoor access.
 - 12% of German adults who say they know a fair/great amount about chicken welfare say chickens always have outdoor access. This is significantly higher than the 4% of those who know a little/nothing at all who say the same.

Q9. To what extent do you agree or disagree that the welfare of chickens raised for meat should be better protected than it is now?

	%
NET: Agree	89%
Strongly agree	60%
Tend to agree	29%
Tend to disagree	5%
Strongly disagree	1%
NET: Disagree	6%
Don't know	5%

Base: All respondents (n=1,004)

- Nine in ten (89%) German adults agree that the welfare of chickens raised for meat should be **better protected than it is now**, while only 6% disagree.
- Respondents aged 55+ are significantly more likely than younger adults to agree that the welfare of chickens raised for meat should be better protected (93% vs. 88% of 18–34 year olds and 85% of 35–54 year olds).
- Adults who say that they know a fair/great about chicken welfare are more likely to disagree than those that say they know a little/nothing at all (9% vs 5%).
- Although a similar proportion of meat eaters/omnivores agree that the welfare of chickens raised for meat should be better protected as respondents who have reduced their intake of animal products (89% vs. 93% respectively), meat eaters/omnivores are less likely to *strongly* agree (53% vs. 78% respectively).

Q10. Which of the following, if any, best describes your point of view?

	%
Chickens raised outside of the EU are raised by lower animal welfare standards than inside the EU	52%
Chickens raised outside of the EU are raised by the same animal welfare standards as inside the EU	11%
Chickens raised outside of the EU are raised by higher animal welfare standards than inside the EU	8%
Don't know	29%

Base: All respondents (n=1,004)

- Half (52%) of German respondents say that chickens raised outside of the EU are **raised by lower animal welfare standards than inside the EU**, although three in ten (29%) respondents saying they don't know.
- Respondents aged 55+ are significantly more likely to say that chickens raised outside of the EU are **raised by lower animal welfare standards than inside the EU** than those aged 35–54 (55% vs. 47% respectively).
- Younger respondents, aged 18–34, are significantly more likely than older respondents to say chickens raised outside of the EU are **raised by the same animal welfare standards as the EU** (17% 18–34 vs. 10% 35–54 year olds and 8% 55+).
- Adults with a reduced intake of animal products are more likely than meat eaters/omnivores to say that chickens raised outside of the EU are **raised by higher standards than inside the EU** (12% vs 7%).
- Three in ten (29%) respondents say they **don't know** whether broiler chickens are raised under higher or lower animal welfare standards inside of the EU, compared to outside of the EU.
- Adults who say they know a little or nothing at all about the welfare of chickens raised for meat in the EU are more likely than those who know a great deal or fair amount to say they **don't know** whether broiler chickens are raised under higher or lower animal welfare standards inside of the EU, compared to outside of the EU (35% vs 13%). They are also more likely to say that chickens raised outside of the EU are **raised by higher animal welfare standards than inside the EU** (15% vs 5%).

Q11. To what extent do you agree or disagree that the government should improve the laws setting the welfare standards of chickens raised for meat?

	%
NET: Agree	85%
Strongly agree	54%
Tend to agree	30%
Tend to disagree	7%
Strongly disagree	1%
NET: Disagree	8%
Don't know	7%

Base: All respondents (n=1,004)

- More than four in five (85%) adults in Germany agree that the government should improve the **laws setting the welfare standards of chickens raised for meat**, while only 8% disagree.
- Nine in ten (89%) respondents aged 55+ agree that the government should improve the laws setting the welfare standards of chickens raised for meat, higher than the proportion of those aged 18–34 and 35–54 who say the same (81% for both).
- Seven in ten (72%) respondents with a reduced intake of animal products *strongly* agree that the government should improve the laws setting the welfare standards of chickens raised for meat, compared to less than half (47%) of meat eaters/omnivores who say the same.

Q12a & Q12b. ¹⁶ Which of the following, if any, do you think the government should prioritise when improving the welfare standards of chickens raised for meat? You mentioned that you think the following should be government priorities when improving the welfare standards of chickens raised for meat, please rank which you think are most important.

	Ranked as the top priority	Ranked as a top three priority
Set higher legal welfare standards for raising chickens for meat (e.g. limit overcrowding, guarantee access to outdoors, quick and painless slaughter)	55%	64%
Guarantee a fair income to farmers	12%	35%
Set higher environmental standards	11%	35%
Set higher food safety standards	11%	30%
None of the above	3%	3%
Don't know	9%	9%

Base: All respondents (n=1,004)

- More than half (55%) of German adults say **setting higher legal welfare standards** (e.g. limit overcrowding, guarantee access to outdoors, quick and painless slaughter) should be the top priority for government when improving the welfare standards of chickens raised for meat. This is significantly higher than all other priorities tested.
 - Seven in ten (69%) of respondents aged 55+ rank this among the top three priorities for government when improving the welfare standards of chickens raised for meat, compared to 61% of 18–34 year olds and 60% of 35–54 year olds.
- 35% rank **guaranteeing a fair income to farmers** among the top three priorities for government when improving the welfare standards of chickens raised for meat, whilst the same proportion (35%) say **higher environmental standards** should be a top three priority.
 - Germans living in rural areas are significantly more likely than those living in urban areas to say that guaranteeing a fair income to farmers (42% vs. 34% respectively) and setting higher environmental standards (44% vs. 33%) should be among the top three priorities.
- Three in ten (30%) German respondents say **setting higher food safety standards** should be a top three priority for government when improving the welfare standards of chickens raised for meat.
 - Younger respondents are significantly less likely to prioritise higher food safety standards, with one in five (21%) ranking it among their top three priorities compared to 35% of 35–54 year olds and 31% of those 55+.

¹⁶ The proportions for Q12 are calculated as follows. If a respondent selects one statement at Q12a, this statement is counted as being ranked #1. If a respondent selects more than one statement at Q12a, they are asked to rank these statements in Q12b, where their ranking choices are counted. The respondent-level data at Q12a and Q12b is then combined to calculate the proportion of respondents who rank each statement as a #1 priority and those who rank a statement as a top three priority for the government to prioritise.

Q13. To what extent do you agree or disagree that chicken sold in the EU should be labelled with information about the welfare standards they were raised under?

	%
NET: Agree	84%
Strongly agree	53%
Tend to agree	31%
Tend to disagree	6%
Strongly disagree	2%
NET: Disagree	8%
Don't know	8%

Base: All respondents (n=1,004)

- More than eight in ten (84%) German adults agree that **chicken sold in the EU should be labelled with information about the welfare standards** they were raised under.
- Respondents aged 55+ are more likely to say agree that chicken sold in the EU should be labelled with information about the welfare standards they were raised under, than those aged 18–34 and 35–54 (89% 55+ vs. 82% 35–54 and 78% 18–34).
- Two thirds (67%) of respondents with a diet featuring a reduced intake of animal products *strongly* agree that chicken sold in the EU should be labelled with information about the welfare standards they were raised under, compared to half (49%) of meat eaters/omnivores who say the same.

Q14. To what extent do you agree or disagree that chicken sold in the EU should be labelled by country of origin?

	%
NET: Agree	88%
Strongly agree	62%
Tend to agree	26%
Tend to disagree	5%
Strongly disagree	1%
NET: Disagree	6%
Don't know	6%

Base: All respondents (n=1,004)

- Nine in ten (88%) German adults agree that **chicken sold in the EU should be labelled by country of origin**.
- In line with findings regarding welfare standards labelling, older adults aged 55+ (94%) are most likely to say agree that chicken sold in the EU should be labelled by country of origin, compared to those aged 35–54 (85%) or 18–34 (80%).
- Respondents who are educated beyond school level are more likely to disagree that chicken sold in the EU should be labelled by country of origin, compared to those educated up to school level (10% vs. 4% respectively).

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