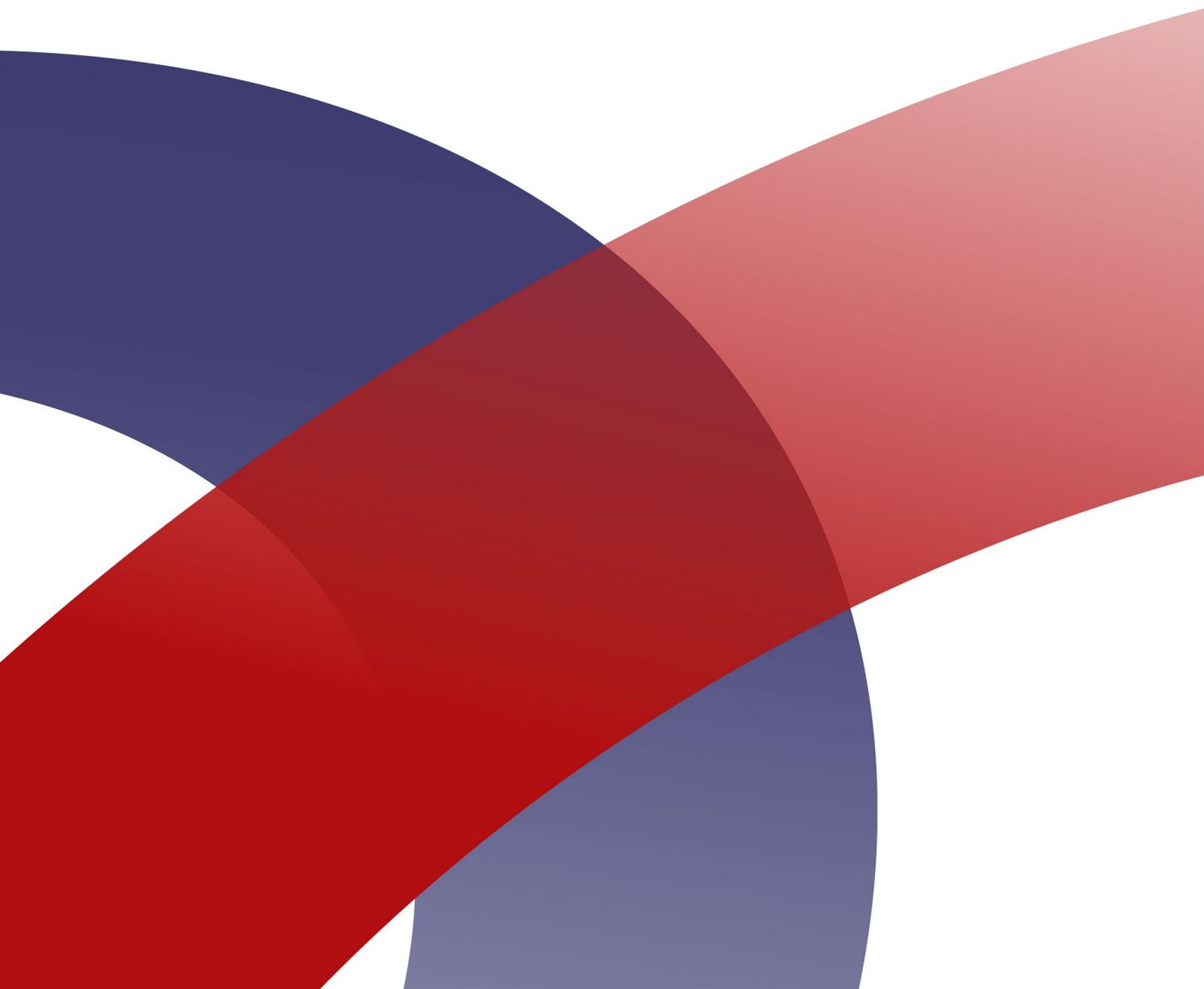


**EUROGROUP  
FOR ANIMALS**

# BROILER CHICKEN WELFARE RESEARCH FOR EUROGROUP FOR ANIMALS

ITALY REPORT

APRIL 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.<sup>1</sup> 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,<sup>2</sup> 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 future<sup>3</sup> due to consumer demand for affordable meat.<sup>4</sup>

Most broiler chickens are intensively farmed, bred for rapid muscular growth and slaughtered within an average of 42 days.<sup>5</sup> 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: Italy, France, Germany, Spain, the UK, 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 production<sup>6</sup> and housing more than three quarters of the farms with more than 5,000 broilers.<sup>7</sup>

In Italy, nearly all respondents say that they eat chicken (95%), with seven in ten saying they eat chicken once a week or more (70%). Italian 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 say that broiler chickens at least sometimes live in overcrowded conditions (91%) and 85% think they at least sometimes suffer from poor health due to rapid growth. However, three in five mistakenly assume that broiler chickens at least sometimes have access to the outdoors on industrial farms in the EU (59%), as in reality, only 5% or less are reared in free-range systems<sup>8</sup> (i.e. have access to the outdoors for at least part of the day<sup>9</sup>). Nevertheless, nine in ten say it is important that broiler chickens have access to a covered or uncovered outdoor area (91%).

The majority of Italian respondents agree that chickens are sentient (71%), feel pain (84%) and also believe that it is important that broiler chickens are humanely slaughtered (86%). In addition, nine in ten

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<sup>1</sup> 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).

<sup>2</sup> European Commission, Eurostat, Statistics Explained, 2010: [https://ec.europa.eu/eurostat/statistics-explained/index.php/Meat\\_production\\_statistics\\_-\\_Poultry\\_meat](https://ec.europa.eu/eurostat/statistics-explained/index.php/Meat_production_statistics_-_Poultry_meat).

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

<sup>4</sup>, Poultry Meat Consumption Trends in Europe, World's Poultry Science Journal, vol. 64, 2008 (P. Magdalaine, M.P. Spiess and E. Valeschini).

<sup>5</sup> 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).

<sup>6</sup> European Commission, Poultry Meat dashboard, p. 9: [https://ec.europa.eu/agriculture/sites/agriculture/files/dashboards/poultry-meat-dashboard\\_en.pdf](https://ec.europa.eu/agriculture/sites/agriculture/files/dashboards/poultry-meat-dashboard_en.pdf)

<sup>7</sup> [https://ec.europa.eu/eurostat/statistics-explained/index.php/Meat\\_production\\_statistics#Poultry\\_meat](https://ec.europa.eu/eurostat/statistics-explained/index.php/Meat_production_statistics#Poultry_meat)

<sup>8</sup> <https://www.ciwf.org.uk/media/5235303/Statistics-Broiler-chickens.pdf>

<sup>9</sup> <https://www.nationalchickencouncil.org/about-the-industry/chickopedia/#one>

say it is important that broiler chickens live in a clean environment (91%) that is suitable for them to behave naturally, with enough light and space to roam around, spread their wings and forage (92%).

The majority of Italian respondents say they know little to nothing about the welfare of broiler chickens raised in the EU (63%). Furthermore, a quarter 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 (26%). Although imports from countries outside of the EU only represent 6% of poultry products on the EU market,<sup>10</sup> 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.<sup>11</sup>

Even though respondents are not fully informed on the conditions in which broiler chickens are raised on industrial farms, they express a desire for improved animal welfare legislation and higher quality consumer information. Nine in ten Italian respondents agree that the welfare of broiler chickens raised for meat should be better protected than it is now (93%). When asked how best to do this, three in five Italian adults say that setting higher legal welfare standards for broiler chickens should be a top three priority for governments when improving the welfare standards of chickens (63%). This indicates that the Italian public think that animal welfare regulations lag behind their desire for improved animal welfare laws.

Nine in ten Italian respondents agree that chicken sold in the EU should be labelled by country of origin (94%) and a similar proportion agree that it should be labelled with information about the welfare standards they were raised under (93%).

Both meat eaters/omnivores as well as those with a diet involving a reduced intake of animal products<sup>12</sup> support EU legislation on improved labelling and welfare standards. Furthermore, almost three quarters of Italian adults say they prefer to buy ethically sourced chicken (including organic, free range, animal welfare certified and locally-sourced origin) (73%), indicating a possible route for driving public appetite for higher legal standards of broiler chicken in the future.

Over three quarters of Italian respondents report experiencing one or more barriers when choosing vegetarian and vegan substitutes for chicken (78%). Over half say they encounter barriers in 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 (53%). Therefore, work could be done to help remove these barriers, through better nutritional information and better availability at retail points of sale.

The shift in consumption patterns towards an increased demand for higher welfare, non-caged eggs – following the EU's introduction of mandatory labelling of chicken eggs with information on methods of production<sup>13</sup> – suggests that the labelling of animal welfare standards could similarly improve the welfare of broiler chickens. Whilst voluntary labelling schemes exist, this study has highlighted widespread recognition of EU legislative progress on the welfare of broiler chickens, along with improved consumer information and labelling by country of origin and welfare standards. These changes would empower Europeans to make more informed decisions and create a shift towards more humane production methods.

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<sup>10</sup> 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.

<sup>11</sup> 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.

<sup>12</sup> This includes vegetarian, vegan, reducetarian, pescatarian, flexitarian or dairy-free diets.

<sup>13</sup> 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 1,012 adults in Italy aged 18+ online between 15<sup>th</sup> and 21<sup>st</sup> 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 Council<sup>14</sup> 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.**

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<sup>14</sup> [www.britishpollingcouncil.org](http://www.britishpollingcouncil.org)

# FINDINGS IN DETAIL

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

	%
Meat eater/omnivore	65%
<b>NET: Respondents with a reduced intake of animal products<sup>15</sup></b>	<b>17%</b>
Flexitarian	7%
Vegetarian	4%
Dairy-free	3%
Pescatarian	2%
Vegan	1%
Reducretarian	1%
I do not describe my diet as any of these	15%
Other	2%

Base: All respondents (n=1,012)

- Italian adults are the most likely (65%) of the six European markets tested to describe their diet as **meat eater/omnivore**, in comparison to just over half (56%) of respondents overall.
- Those aged 18–34 (2%) are significantly less likely to describe their diet as **flexitarian** than those aged 35–54 (9%) and 55+ (7%).
- Over one in five Italian adults (22%) that say they have at least a fair amount of chicken welfare knowledge have **reduced their intake of animal products** in their diet, significantly more than just one in eight of those who said they know a little or nothing at all (14%).

<sup>15</sup> This NET includes all respondents who selected one of the following diets: vegetarian, vegan, reducretarian, 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	93%
NET: Once a week or more	70%
Every day or almost every day	8%
At least once a week	62%
2-4 times a month	18%
Once a month	5%
Less than once a month	3%
Never	5%

Base: All respondents (n=1,012)

- 18-34 year olds are significantly more likely to **eat chicken daily** than any other age group, with over one in six reporting doing so (16%). In comparison, one in ten 35-54 year olds (9%) say the same thing, significantly more than those aged 55+, of whom just 4% report eating chicken daily.
- Nearly four in five meat eaters report **eating chicken once a week or more** (77%), compared to just over two in five adults with a reduced intake of animal products into their diet (43%).

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

	%
I prefer to buy free-range chicken	26%
<b>NET: Those who say they prefer to buy ethically sourced chicken<sup>16</sup></b>	<b>73%</b>
I prefer to buy locally sourced chicken	21%
I prefer to buy animal welfare certified chicken	16%
I do not have any preferences when buying chicken	14%
I prefer to buy organic chicken	10%
I prefer to buy the cheapest chicken on offer	7%
Not applicable, I do not buy chicken to eat	4%
I have another preference when buying chicken that is not listed	1%
Don't know	1%

Base: All respondents (n=1,012)

- One in three adults aged 55+ (34%) **prefer to buy free-range chicken**, significantly more than all other age groups. Just one in five amongst 18–34 year olds (20%) and 35–54 year olds (22%) report the same.
- Meat eaters (15%) were three times more likely than those with a reduced intake of animal products in their diet (5%) to **not have any preferences when buying chicken**.
  - Conversely, one in six of those with reduced intake of animal products into their diet (16%) preferred to buy organic chicken, in comparison to less than one in ten meat eaters (9%).
- Respondents who say they know a fair/great amount about the welfare of chickens raised for meat in the EU are twice as likely to have **preferences for buying chicken** than those who have little to no knowledge (17% vs. 8%). They are also significantly more likely to have a for buying ethically sourced chicken than those who have little to no knowledge (82% vs. 67%).

<sup>16</sup> 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?**

	%
<b>NET: Any barrier</b>	<b>78%</b>
Not as appealing as chicken, in terms of appearance, taste and texture	32%
<b>NET: Any barrier excluding appeal, in terms of appearance, taste and texture</b>	<b>53%</b>
I am not aware of vegetarian or vegan substitutes	16%
Too expensive	11%
Not enough information about chicken substitutes	11%
Concern about getting protein/balanced diet	10%
Not readily available to me	6%
Takes too long to prepare	3%
Other, please specify	4%
There are no barriers to me choosing a vegetarian or vegan substitute for chicken	15%
Don't know	7%

*Base: All respondents (n=1,012)*

- Older respondents found **awareness** a greater barrier to chicken substitutes, whereas younger respondents found **cost and appeal** greater barriers.
  - Those aged 55+ are twice as likely to say that they are not aware of vegetarian or vegan substitutes (22%) in comparison to those aged 18–34 (11%) or 35–54 (13%). Those aged 55+ (12%) are also nearly twice as likely as those aged 18–34 (7%) to say they do not have enough information about chicken substitutes.
  - Nearly two in five of those aged 18–34 (37%) say chicken substitutes lack the same appeal as chicken, in comparison to less than three in ten of those aged 55+ (28%). Those aged 18–34 (16%) are twice as likely to cite the expensive cost of substitutes as a barrier, than those aged 55+ (8%).
- Nearly two in five meat-eaters (37%) say the **lack of appeal** of chicken substitutes is a barrier, in comparison to just one in eight of those adults with a reduced intake of animal products into their diet (12%).
- Over one in five of those adults with a reduced intake of animal products in their diet (22%) say there are **no barriers** to choosing a chicken substitute, significantly more than the one in seven of meat-eaters who say the same (14%).

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

	%
NET: A fair/great amount	37%
NET: A little/ nothing at all	63%
A great deal	5%
A fair amount	32%
A little	51%
Nothing at all	12%

Base: All respondents (n=1,012)

- Those aged 35–54 (41%) are significantly more likely to report knowing a **fair or great amount** about chicken welfare than those aged 55+ (33%).
- In contrast, those aged 55+ (67%) are significantly more likely than those aged 35–54 (59%) to report **knowing a little or nothing at all** about chicken welfare.
- Adults with an education up to school level declare a significantly lower level of knowledge about chicken welfare than those adults with beyond school education. Two thirds of those with school level education (65%) declare knowing a little or nothing, in comparison to under six in ten adults with beyond school levels of education (57%). Conversely, over four in ten adults with beyond school levels of education (43%) declare knowing a fair or great amount, in comparison to just over a third of those with school level education (35%).
- Adults with a reduced intake of animal products in their diet declare a significantly higher level of knowledge about chicken welfare than meat-eaters. Nearly half of Italian adults with a reduced intake of animal products (47%) say they know a fair or great amount about chicken welfare, in comparison to just a third of meat-eaters (34%). Conversely, two thirds of meat-eaters (66%) declare knowing a little or nothing at all, in comparison to just over half with a reduced intake of animal products into their diet (53%).

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	11%	4%	6%	24%	60%	84%	5%
Chickens are sentient, i.e. have the capacity to feel, perceive or experience subjectively	71%	25%	46%	13%	4%	17%	12%
Chickens are not intelligent	25%	7%	18%	39%	25%	65%	10%

Base: All respondents (n=1,012)

- One in ten (11%) respondents agree that **chickens do not feel pain**.
  - Respondents aged 18–34 (17%) are more likely to agree that chickens do not feel pain compared to those aged 35–54 (10%) and 55+ (8%).
  - Respondents who describe their knowledge of chicken welfare as fair or great (17%) are more than twice as likely to agree that chickens do not feel pain as those who say they know little or nothing about chicken welfare (7%).
- Seven in ten (71%) respondents agree that **chickens are sentient, i.e. have the capacity to feel, perceive or experience subjectively**.
  - Respondents with a reduced intake of animal products are significantly more likely to agree that chicken are sentient (83%), in comparison to meat-eaters (69%).
  - Respondents who describe their knowledge of chicken welfare as fair or great (78%) are significantly more likely to agree that chickens are sentient than those who say they know little or nothing about chicken welfare (67%).
  - Notably, agreement that chickens are sentient is the majority view across these four groups above.
- One quarter of respondents (25%) agree that **chickens are not intelligent**, with two thirds (65%) of respondents disagreeing.
  - Respondents aged 18–34 (35%) are significantly more likely to agree that chickens are not intelligent compared to those aged 35–54 (21%) and 55+ (24%).

**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
A suitable environment to behave naturally with access to natural light and enough space to roam around, spread their wings and forage	92%	73%	19%	7%	1%	1%	1%
Are healthy and free from illness or disease	91%	76%	15%	7%	2%	0%	2%
A clean environment, with unpolluted air, clean litter, free from disease	91%	74%	17%	7%	1%	1%	2%
Access to a covered or uncovered outdoor area	91%	69%	22%	7%	1%	1%	2%
Are slaughtered using a humane (i.e. quick and painless) method	86%	66%	20%	11%	2%	1%	3%
Are able to enjoy their lives without suffering	78%	53%	25%	16%	4%	2%	6%

*Base: All respondents (n=1,012)*

- Over nine in ten (92%) respondents agree that it is important that chickens raised for meat **have a suitable environment to behave naturally with access to natural light and enough space to roam around, spread their wings and forage.**
  - Respondents aged 55+ (96%) are significantly more likely to agree with this statement than those aged 35–54 (90%) and 18–34 (87%).
- Over nine in ten (91%) respondents agree that it is important that chickens raised for meat are **healthy and free from illness or disease.**
  - Younger respondents aged 18–34 (84%) are significantly less likely to view this as important than older respondents. Over nine in ten adults aged 35–54 (91%) and 55+ (94%) believe this to be important.
- Nine in ten (91%) respondents agree that it is important that chickens raised for meat **have a clean environment, with unpolluted air, clean litter, free from disease.**
  - Younger respondents aged 18–34 (84%) are significantly less likely to view this as important than older respondents. Over nine in ten adults aged 35–54 (95%) and 55+ (92%) believe this to be important.

- Adults with beyond school level of education (89%) are significantly less likely to view this as important than adults with up to school level (93%).
- Adults that declare little or no knowledge of chicken welfare (93%) are significantly more likely to view this as important than adults that declare a fair or great amount of knowledge of chicken welfare (88%).
- Over nine in ten (91%) respondents agree that it is important that chickens raised for meat **have access to a covered or uncovered outdoor area.**
  - Younger respondents aged 18–34 (83%) are significantly less likely to view this as important than older respondents. Over nine in ten adults aged 35–54 (92%) and 55+ (95%) believe this to be important.
  - Adults that declare little or no knowledge of chicken welfare (93%) are significantly more likely to view this as important than adults who declare a fair or great amount of knowledge of chicken welfare (89%).
- Nearly nine in ten (86%) respondents agree that it is important that chickens raised for meat **are slaughtered using a humane (i.e. quick and painless) method.**
  - Older respondents are significantly more likely to agree this is important than younger adults. Over nine in ten adults aged 55+ (91%) say this, significantly than the proportion 35–54 year olds (85%), who are in turn also significantly more likely to say this than those aged 18–34 (77%).
  - Nearly nine in ten meat-eaters (88%) believe that this is important, significantly more than the four in five adults who have a reduced intake of animal products into their diet (82%).
- Nearly four in five (78%) respondents agree that it is important that chickens raised for meat **are able to enjoy their lives without suffering.**
  - One in ten (11%) adults aged 18–34 believe this is unimportant, significantly higher than amongst 35–54 year olds (6%) and those aged 55+ (4%).

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	91%	22%	50%	18%	3%	2%	5%	4%
Suffer from poor health due to rapid growth	85%	12%	44%	29%	5%	2%	8%	7%
Grow up on the same farm where they were born	73%	14%	31%	28%	12%	2%	14%	12%
Suffer mutilations	64%	8%	30%	26%	11%	5%	15%	20%
Have outdoor access	59%	6%	16%	37%	30%	5%	35%	6%

Base: All respondents (n=1,012)

- Over nine in ten (91%) respondents think that chickens raised for meat in industrial farms in the EU at least sometimes **live in overcrowded conditions**.
  - This is most prevalently believed amongst 35–54 year olds, of whom over nine in ten believe this to be true (93%), significantly higher than the proportion of 18–34 year olds (88%) and 55+ (89%) who say the same.
- Over four in five (85%) respondents think that chickens raised for meat in industrial farms in the EU at least sometimes **suffer from poor health due to rapid growth**.
  - Nine in ten adults who say they have a fair or great amount of knowledge of chicken welfare (89%) say this, in comparison to just over eight in ten of those who say they have little or no knowledge (83%).
- Nearly three in four (73%) respondents think that chickens raised for meat in industrial farms in the EU at least sometimes **grow up on the same farm where they were born**.
  - Over four in five adults who say they have a fair or great amount of knowledge of chicken welfare (81%) believe this, in comparison to fewer than seven in ten of those who say they have little or no knowledge (69%).
- Over three in five (64%) respondents think that chickens raised for meat in industrial farms in the EU at least sometimes **suffer mutilations**.
  - Those aged 35–54 were significantly less likely to believe this is rarely or never true, with just one in ten saying so (11%), in comparison to nearly one in five of those aged 18–34 (17%) and 55+ (19%).

- Over seven in ten adults who say they have a fair or great amount of knowledge of chicken welfare (73%) believe this, in comparison to fewer than three in five of those who say they have little or no knowledge (59%).
- Nearly three in five (59%) respondents think that chickens raised for meat in industrial farms in the EU at least sometimes **have outdoor access**.
  - Nearly seven in ten adults who say they have a fair or great amount of knowledge of chicken welfare (67%) believe this, in comparison to fewer than three in five of those who say they have little or no knowledge (55%).

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?

	%
<b>NET: Agree</b>	<b>93%</b>
Strongly agree	60%
Tend to agree	33%
Tend to disagree	3%
Strongly disagree	1%
<b>NET: Disagree</b>	<b>4%</b>
Don't know	3%

Base: All respondents (n=1,012)

- Overall, over nine in ten (93%) Italian adults agree that the welfare of chickens raised for meat **should be better protected than it is now**.
  - Three in five Italian adults (60%) strongly agree, whereas only 4% disagree
- Younger respondents are significantly less likely to agree with this (88%), whilst more than nine in ten adults aged 35–54 (94%) or 55+ (95%) agree.
- There were no significant differences across Italian adults by diet type, chicken welfare knowledge or education level.

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

	%
Chickens raised outside of the EU are raised by <b>lower</b> animal welfare standards than inside the EU	51%
Chickens raised outside of the EU are raised by <b>the same</b> animal welfare standards as inside the EU	14%
Chickens raised outside of the EU are raised by <b>higher</b> animal welfare standards than inside the EU	9%
Don't know	26%

Base: All respondents (n=1,012)

- Adults aged 18–34 (15%) are twice as likely as older adults aged 35–54 (7%) or 55+ (8%) to say that **chickens raised outside of the EU are raised by higher animal welfare standards than those inside the EU**.
  - The same is true of adults who say they have a fair or great amount of knowledge of chicken welfare (13%), who are twice as likely to say this as those who say they have little or no knowledge (6%).
- Three in ten adults who say they have a little or no knowledge of chicken welfare (31%) **don't know whether animal welfare standards were higher inside or outside the EU**, in comparison to less than one in five adults who say they have a fair or great amount of knowledge of chicken welfare (17%).
- Approaching three in five adults with beyond a school level of education believe that **chickens raised outside of the EU are raised by lower animal welfare standards than inside the EU** (56%), in comparison to approximately half of adults with up to school level of education (49%) who say the same.

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?

	%
<b>NET: Agree</b>	<b>90%</b>
Strongly agree	54%
Tend to agree	36%
Tend to disagree	3%
Strongly disagree	1%
<b>NET: Disagree</b>	<b>4%</b>
Don't know	5%

Base: All respondents (n=1,012)

- Italian adults are the most likely (90%) of the six European markets tested to agree that **the government should improve the laws setting the welfare standards of chickens raised for meat.**
- Over nine in ten 35–54 year olds (91%) and 55+ (94%) agree, in comparison to five in six 18–34 year olds (84%).
- Those respondents who say they have a fair or great amount of knowledge about chicken welfare (6%) are more likely to disagree than those who say they have little or no knowledge on chicken welfare (3%).
- There were no significant differences in agreement across Italian adults by diet type or education level.

Q12a & Q12b. <sup>17</sup> 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)	53%	63%
Set higher food safety standards	19%	37%
Set higher environmental standards for raising chickens for meat	16%	38%
Guarantee a fair income to farmers	8%	20%
None of the above	0%	0%
Don't know	4%	4%

Base: All respondents (n=1,012)

- Over three in five (63%) respondents say that **setting higher legal welfare standards** (e.g. limit overcrowding, guarantee access to outdoors, quick and painless slaughter) should be a top three priority for government when improving the welfare standards of chickens raised for meat.
  - Nearly three in five adults who say they have a little or no knowledge of chicken welfare (56%) ranked this as a top government priority, in comparison to less than half of adults who say they have a fair or great amount of knowledge of chicken welfare (49%).
- Nearly two in five (38%) respondents say that setting **higher environmental standards** should be a top three priority for government when improving the welfare standards of chickens raised for meat.
  - Just one in ten 18–34 year olds (9%) believe this should be a top government priority, in comparison to one in five 35–54 year olds (17%) and 55+ (18%).
  - Nearly one in five adults who say they have a fair or great amount of knowledge of chicken welfare (19%) ranked this as a top government priority, in comparison to just over one in eight adults who say they have a little or no knowledge of chicken welfare (13%).
- One in five of respondents say that **guaranteeing a fair income to farmers** should be a top three priority for government when improving the welfare standards of chickens raised for meat.
  - Italian adults (20%) are least likely to say this compared to adults from other countries tested (e.g. 37% of both Polish and French adults).

<sup>17</sup> 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.

- One in ten adults who say they have a fair or great amount of knowledge about chicken welfare (10%) ranked this as a top government priority, in comparison to just one in twenty adults who say they have a little or no knowledge of chicken welfare (6%).

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?

	%
<b>NET: Agree</b>	<b>93%</b>
Strongly agree	66%
Tend to agree	27%
Tend to disagree	3%
Strongly disagree	1%
<b>NET: Disagree</b>	<b>4%</b>
Don't know	3%

Base: All respondents (n=1,012)

- Over nine in ten Italian adults (93%) agree that **chicken sold in the EU should be labelled with information about the welfare standards they were raised under.**
- Younger respondents aged 18–34 are significantly less likely to agree than adults aged 35+. Fewer than nine in ten of those aged 18–34 (87%) agreed, in comparison over nine in ten of those aged 35–54 (93%) and nearly all adults aged 55+ (97%).
- There were no significant differences across Italian adults by diet type, chicken welfare knowledge or education level.

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

	%
<b>NET: Agree</b>	<b>94%</b>
Strongly agree	73%
Tend to agree	20%
Tend to disagree	3%
Strongly disagree	1%
<b>NET: Disagree</b>	<b>4%</b>
Don't know	2%

Base: All respondents (n=1,012)

- Over nine in ten Italian adults (94%) agree that **chicken sold in the EU should be labelled by country of origin**, with three in four strongly agreeing (73%).
- Older respondents are significantly more likely to agree than adults aged 18–34. Nearly all adults aged 55+ agree with this (98%), significantly more than the over nine in ten of those aged 35–54 (94%) that agree with this, who are in turn significantly more likely to agree than the fewer than the 86% of those aged 18–34.

## FOR MORE INFORMATION:

Kate Hawkins

Consultant

[Kate.Hawkins@comresglobal.com](mailto:Kate.Hawkins@comresglobal.com)

+44 (0)20 7871 8665

Nicola Marsh

Associate Director

[Nicola.Marsh@comresglobal.com](mailto:Nicola.Marsh@comresglobal.com)

+44 (0)20 7871 8662



**WWW.COMRESGLOBAL.COM**

**LONDON**

Four Millbank  
London  
SW1P 3JA

**T:** +44 (0)20 7871 8660

**F:** +44 (0)20 7799 2391

**E:** [info@comresglobal.com](mailto:info@comresglobal.com)

**BRUSSELS**

Rond Point Schuman 6  
Box5, 1040  
Bruxelles

**T:** +32 (0)2 234 63 82

**F:** +32 (0)2 234 79 11

**E:** [info@comres.eu.com](mailto:info@comres.eu.com)

**SHANGHAI**

51/F Raffles City  
No.268 Xi Zang Middle Rd  
HuangPu District Shanghai  
200001 China

**T:** +86 (0)21 2312 7674

**E:** [info@comresglobal.com](mailto:info@comresglobal.com)