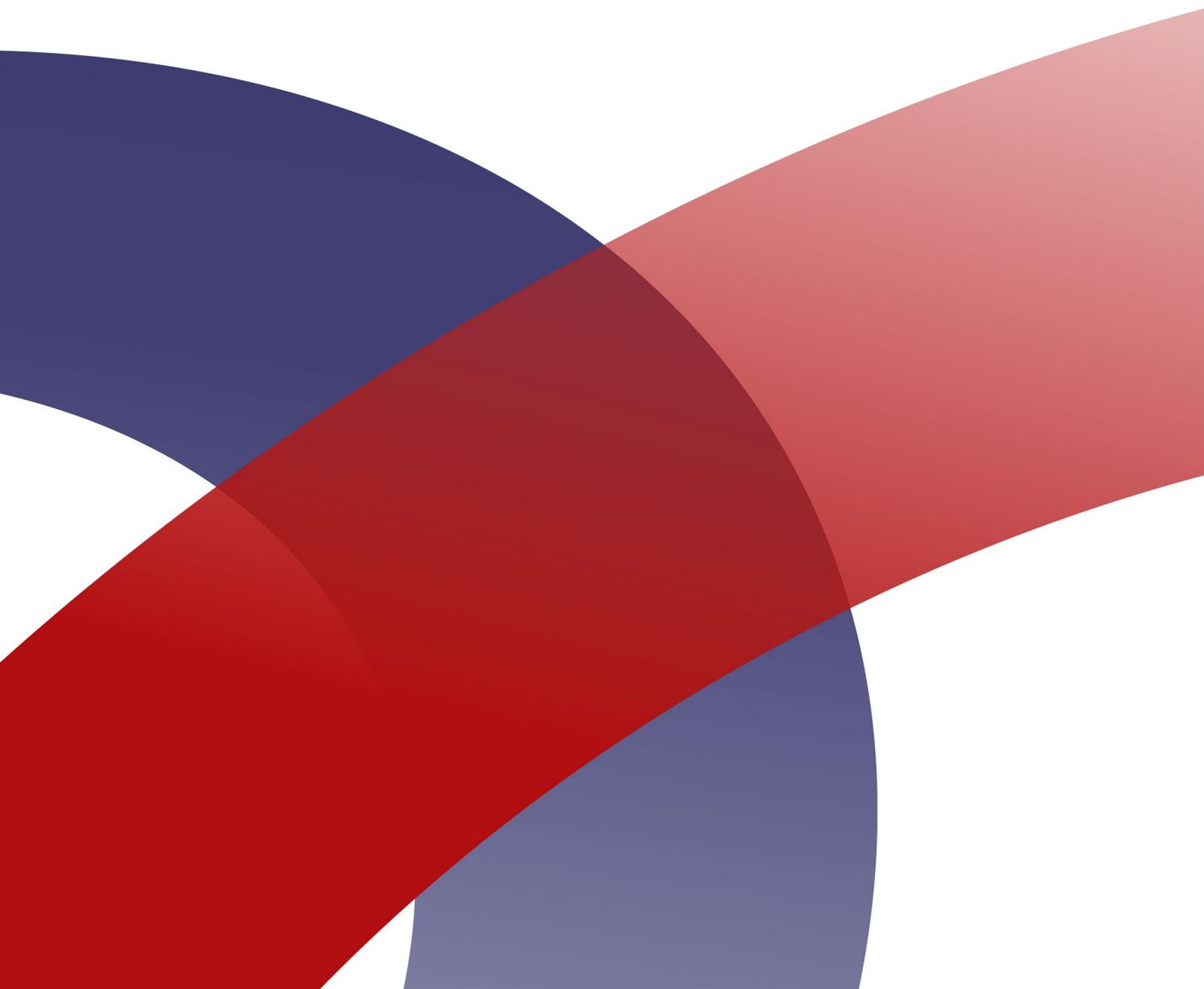


**EUROGROUP
FOR ANIMALS**

BROILER CHICKEN WELFARE RESEARCH FOR EUROGROUP FOR ANIMALS

FRANCE REPORT

FEBRUARY 2019



EXECUTIVE SUMMARY

The European Union (EU) is one of the world's top producers in poultry meat, and 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 of the poultry sector one of the most intensified sectors in EU animal agriculture. EU broiler production 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.

Research was conducted in seven European countries: France, the UK, Germany, Spain, Italy, and Poland, as well as Belgium. The first six countries listed are the largest producers of poultry meat in the EU and represent more than 70% of EU production⁶ and concentrate more than three quarters of the farms with more than 5,000 broilers.⁷

In France, nearly all (95%) respondents say that they eat chicken, with nearly three in five (58%) saying they eat chicken once a week or more.

French respondents are aware of the conditions in which broiler chickens are raised on industrial farms. Nine in ten (89%) say that broiler chickens at least sometimes live in overcrowded conditions and 84% think they at least sometimes suffer from poor health due to rapid growth. However, more than half (56%) wrongly assume that broiler chickens at least sometimes have access to the outdoors on industrial farms in the EU.

The majority of French respondents agree that chickens are sentient (72%) and also say it is important that broiler chickens they live in a clean environment (90%) and one that is suitable for them to behave naturally with enough light and space to roam around, spread their wings and forage (90%). Approaching nine in ten respondents also believe that it is important that broiler chickens have access to a covered or uncovered outdoor area (89%) and are humanely slaughtered (87%).

The majority (58%) of French respondents say they know little to nothing about the welfare of broiler chickens raised in the EU. Furthermore, over a quarter (28%) say that they don't know whether broiler

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.

chickens are raised under higher or lower 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 in the top importers of poultry meat outside of the EU.⁹

In light of what respondents say are important for broiler chicken welfare, and 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 (92%) French 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, setting higher legal welfare standards for broiler chickens was identified as a top three priority for governments when improving the welfare standards of chickens by more than half (56%) of French adults. This indicates that animal welfare regulations still considerably lag behind the desire for better animal welfare laws.

Nine in ten (90%) French 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 (88%).

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, more than three quarters (78%) of French adults say they prefer to buy ethically sourced chicken (organic, free range, animal welfare certified and locally-sourced origin), indicating a pre-existing appetite for higher legal standards of broiler chicken.

More than three quarters (77%) of French respondents report experiencing one or more barriers when choosing vegetarian and vegan substitutes for chicken. Three in five (60%) 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 the EU legislation on the welfare of broiler chickens and consumer information on the country of origin of broiler meat and the welfare standards broilers were raised under.

The shift in consumption patterns towards the increased demand for non-caged eggs following the mandatory labelling of methods of production for eggs in the EU¹¹ suggests that the labelling of animal welfare standards could similarly improve the welfare of broiler chickens by empowering Europeans to make informed decisions and create a shift away from cruel to more humane production methods. Whilst voluntary labelling schemes exist, this survey 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 1,019 adults in France aged 18+ online between 15th and 21st 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	48%
NET: Respondents with a reduced intake of animal products	16%
Vegetarian	6%
Flexitarian	4%
Vegan	2%
Pescatarian	1%
Reducetarian	1%
Dairy-free	1%
I do not describe my diet as any of these	35%
Other	1%

Base: All respondents (n=1,019)

- Half of French adults would describe themselves as a **meat eater / omnivore** (48%), while a further third would not describe themselves as adhering to any of the diets tested (35%) suggesting there may be a lack of understanding around what these terms mean.
 - Those aged 55+ are more likely than their younger counterparts to describe themselves as a meat eater / omnivore (53% 55+ vs. 44% 35–54 and 45% 18–34), while younger French adults are more likely to use a term relating to a reduced intake of animal products to describe their diet (24% 18–34 vs. 16% 35–54 vs. 10% 55+).
 - French adults educated to beyond school level are more likely than those with a lower level of education to describe their diet as having a reduced intake of animal products (19% vs. 11% respectively), although this appears to be driven by a higher proportion of those whose education is school level or below to say they would not use any of the terms tested to describe their diet (39% vs. 29% among those educated beyond school level).
 - Those educated beyond school level are more likely than those educated up to school level to say they have a diet with a reduced intake of animal products (19% vs. 13% respectively), and they are less likely to not describe their diet using any of the terms tested (29% vs. 39% respectively).
 - Those who say they have at least a fair amount of knowledge about broiler chicken welfare are more likely those who know only a little or nothing at all to say they have a diet with a reduced intake of animal products (22% vs. 11% respectively).

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

	%
NET: Those who eat chicken	95%
NET: Once a month or more	91%
NET: Once a week or more	58%
Every day or almost every day	6%
At least once a week	52%
2-4 times a month	24%
Once a month	9%
Less than once a month	4%
Never	5%

Base: All respondents (n=1,019)

- Nearly all (95%) French adults **eat chicken**; the vast majority (91%) say they eat chicken **once a month or more** and three in five (58%) **once a week or more**.
 - One in ten (12%) French adults aged 18–34 say they eat chicken every day, or almost every day, much higher than the proportion of older adults who say the same (6% 35–54 and 1% 55+). Similarly, they are also more likely to say they eat chicken once a week or more (61% 18–34 and 66% 35–54 vs. 50% 55+). Nevertheless, older French adults are more likely than those who are younger to say they eat chicken at all (97% 55+ vs. 92% 18–34).
 - French adults living in urban areas are more likely than those living in rural areas to say they eat chicken once a week or more (60% vs. 53% respectively).
 - The majority of those describing their diet as featuring a reduced intake of animal products say they eat chicken (74%), suggesting that there might be some confusion around the terms tested or that respondents are more flexible with eating chicken than prescribed by the terms used to describe their diet.

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 chicken ¹³	78%
I prefer to buy free-range chicken	35%
I prefer to buy locally sourced chicken	18%
I prefer to buy animal welfare certified chicken	13%
I prefer to buy organic chicken	11%
I do not have any preferences when buying chicken	8%
I prefer to buy the cheapest chicken on offer	7%
I have another preference when buying chicken that is not listed	1%
Not applicable, I do not buy chicken to eat	4%
Don't know	2%

Base: All respondents (n=1,019)

- Four in five (78%) French adults say they prefer to buy **ethically sourced chicken**, most commonly **free-range chicken** (35%), followed by chicken which is **locally sourced** (18%).
 - Older French adults are most likely to say they prefer to buy ethically sourced chicken (83% 55+ vs. 76% 35–54 and 71% 18–34), driven by the higher proportion who prefer to buy free-range (38%) or organic (14%) chicken.
 - By comparison, younger respondents are more likely to say that they prefer to buy the cheapest chicken on offer (10% 18–34 and 9% 35–54 vs. 3% 55+), although they are also more likely than those who are older to say they prefer to buy animal welfare certified chicken (17% 18–34 and 15% 35–54 vs. 10% 55+).
 - Those who say they know at least a fair amount about broiler chicken welfare are more likely than those who know a little or nothing at all to prefer to buy ethically sourced chicken (82% vs. 75% respectively), although this is still the preference among the majority from both groups.
 - Those living in rural areas are more likely than those living in urban areas to prefer to buy ethically sourced chicken (82% vs. 76% respectively), specifically locally sourced chicken (25% vs. 11% respectively).

¹³ 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

	%
NET: Any barrier	77%
Not as appealing as chicken, in terms of appearance, taste and texture	25%
NET: Any barrier other than appeal, in terms of appearance, taste and texture	60%
I am not aware of vegetarian or vegan substitutes	17%
Too expensive	16%
Concern about getting protein/balanced diet	15%
Not enough information about chicken substitutes	12%
Not readily available to me	6%
Takes too long to prepare	4%
Other, please specify	2%
There are no barriers to me choosing a vegetarian or vegan substitute for chicken	11%
Don't know	12%

chicken?

Base: All respondents (n=1,019)

- Almost eight in ten (77%) French adults say they **experience barriers to choosing a vegetarian or vegan substitute for chicken**; one in ten (11%) say they don't experience any barriers, while a similar proportion (12%) say they don't know what barriers they face.
 - Those who say they know a fair or a great amount about broiler chicken welfare are more likely than those who know only a little or nothing at all to say that they face barriers (81% vs. 74% respectively).
- Of those tested, French adults are most likely to say that **substitutes are not as appealing as chicken, in terms of appearance, taste and texture** (25%), posing a barrier to them when choosing a vegetarian or vegan substitute to chicken.
 - Excluding this barrier, which is difficult to alleviate, three in five (60%) experience one or more of the other barriers tested.
- Lack of **awareness** (17%), the perception they are too **expensive** (16%), and concern about getting **protein / a balanced diet** (15%) are secondary barriers.
 - Substitutes being too expensive is the most common barrier experienced by younger adults (22% 18–34), while low awareness of alternatives is more significant for those who are older (20% 35–54 and 55+ vs. 11% 18–34).
 - A third (34%) of meat eaters / omnivores say that substitutes not being as appealing as chicken in terms of appearance, taste or texture acts as a barrier to them choosing these substitutes.
 - Two thirds of those who have a reduced intake of animal products say that they experience barriers to choosing a vegetarian or vegan substitute for chicken (67%), most commonly that they are concerned about protein / a balanced diet (23%).
 - Those who are educated to school level or below are significantly more likely than those who are educated to beyond school level to say they are not aware of vegetarian or vegan substitutes (21% vs. 13% respectively).

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

	%
NET: A fair/great amount	42%
NET: A little/ nothing at all	58%
A great deal	11%
A fair amount	31%
A little	42%
Nothing at all	16%

Base: All respondents (n=1,019)

- Three in five (58%) French adults say they **know a little or nothing at all** about the welfare of **broiler chickens raised in the EU**, with 16% saying they know nothing at all.
 - Those aged 18–34 are slightly more likely to be knowledgeable about broiler chicken welfare, with one in five (19%) saying they know a great deal about this topic compared to only 6% of those aged 55+.
 - Three in five (61%) French adults with a reduced intake of animal products say they know a fair or a great amount about broiler chicken welfare, higher than the proportion of meat eaters / omnivores who say the same (43%). Further to this, more than one in ten (14%) of meat eaters / omnivores say they know nothing at all.
 - Those educated beyond school level are more likely than those educated up to school level to say they know a fair amount or a great deal about broiler chicken welfare (54% vs 34% respectively).

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	10%	3%	7%	18%	63%	81%	9%
Chickens are sentient, i.e. have the capacity to feel, perceive or experience subjectively	72%	30%	42%	13%	5%	17%	11%
Chickens are not intelligent	20%	6%	14%	29%	35%	64%	16%

Base: All respondents (n=1,019)

- The majority of French adults (81%) disagree that **chickens do not feel pain**, although one in ten (10%) agree with this statement.
 - Those aged 55 and over are more likely than 18–34 year olds to disagree that chickens do not feel pain (83% 55+ vs. 76% 18–34).
 - Meat eaters / omnivores are more likely than those whose diet features a reduced intake of animal products to disagree that chickens do not feel pain (84% vs. 72% respectively).
- Seven in ten (72%) French adults agree that **chickens are sentient, i.e. have the capacity to feel, perceive or experience subjectively**, with three in ten (30%) agreeing strongly.
 - Those who say they know a fair amount or a great deal about broiler chicken welfare are more likely than those who say they know little or nothing at all to agree that chickens are sentient (79% vs 67% respectively).
- One in five (20%) French adults agree that **chickens are not intelligent**, compared to two thirds (64%) who disagree with this statement.
 - Those with a diet involving a reduced intake of animal products are more likely than meat eaters / omnivores to disagree that chickens are not intelligent (75% vs. 66% respectively).
 - Those who say they know a fair amount or a great deal about broiler chicken welfare are more likely than those who say they know little or nothing at all to disagree that chickens are not intelligent (70% vs 60% respectively).

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 un- important	NET: Un- important
Are healthy and free from illness or disease	91%	77%	14%	6%	2%	1%	3%
A clean environment, with unpolluted air, clean litter, free from disease	90%	70%	20%	7%	3%	1%	4%
A suitable environment to behave naturally with access to natural light and enough space to roam around, spread their wings and forage	90%	71%	19%	7%	2%	1%	3%
Access to a covered or uncovered outdoor area	89%	68%	21%	9%	1%	1%	2%
Are slaughtered using a humane (i.e. quick and painless) method	87%	70%	17%	8%	3%	2%	5%
Are able to enjoy their lives without suffering	87%	67%	20%	9%	2%	2%	4%

Base: All respondents (n=1,019)

- Around nine in ten French adults think each of the aspects concerning welfare are important when raising chickens for meat, and around seven in ten say each is very important.
- French adults are most likely to say it is important that chickens are **healthy and free from illness or disease** (91%), with three quarters (77%) saying that this is very important. A similar proportion say that a **clean environment or a suitable environment** (e.g. with appropriate space or light) are important (90% for both), but a slightly lower proportion say each are very important (70% and 71% respectively).
- Older French adults are consistently more likely than their younger counterparts to say that each of the welfare conditions tested are important, most notably that they are able to **enjoy their lives without suffering** (93% 55+ vs. 86% 35–54 and 80% 18–34) or are **slaughtered humanely** (93% 55+ vs. 85% 35–54 and 79% 18–34).
- Meat eaters / omnivores are more likely than those who eat a reduced amount of animal products to say that all of the aspects of broiler chicken welfare tested are important when raising them for meat.

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	89%	24%	51%	15%	3%	2%	6%	5%
Suffer from poor health due to rapid growth	84%	17%	41%	27%	5%	2%	7%	8%
Suffer mutilations	81%	13%	40%	28%	6%	2%	8%	11%
Grow up on the same farm where they were born	67%	17%	29%	20%	15%	4%	20%	13%
Have outdoor access	56%	9%	14%	33%	31%	8%	39%	5%

Base: All respondents (n=1,019)

- French adults tend to have a pessimistic view of the conditions of the industrial farms in the EU where chickens are raised for meat. Specifically, at least eight in ten think chickens at least sometimes live in overcrowded conditions (89%), suffer from poor health due to rapid growth (84%) or suffer mutilations (81%).
 - Those who have a diet with a reduced intake of animal products are more likely than those who describe themselves as meat eaters / omnivores to have a negative view of the conditions in which chickens are raised for meat.
 - This includes them being more likely to think that chickens always suffer from poor health due to rapid growth (30% vs. 13% meat eaters / omnivores), suffer mutilations (23% vs. 11% respectively), or live in overcrowded conditions (33% vs. 21%).
- Two in five (39%) think that chickens raised for meat in industrial farms in the EU rarely or never have outdoor access.
 - 18–34-year-olds are three times as likely as those aged 55+ to think that chickens raised for meat in industrial farms in the EU always have access to the outdoors (15% vs. 5% respectively).

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	92%
Strongly agree	61%
Tend to agree	31%
Tend to disagree	4%
Strongly disagree	1%
NET: Disagree	5%
Don't know	3%

Base: All respondents (n=1,019)

- The vast majority of French adults (92%) agree that **the welfare of chickens raised for meat should be better protected than it is now**, with three in five (61%) agreeing strongly.
 - Those aged 55+ are more likely than their younger counterparts to agree with this statement (95% 55+ vs. 91% 35-54 and 88% 18-34), and are more likely to do so strongly (66% 55+ vs. 53% 18-34).
 - Those who are educated beyond school are more likely than those educated up to school level to agree with this statement (95% vs. 90% 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	51%
Chickens raised outside of the EU are raised by the same animal welfare standards as inside the EU	10%
Chickens raised outside of the EU are raised by higher animal welfare standards than inside the EU	11%
Don't know	28%

Base: All respondents (n=1,019)

- French adults are most likely to say that **chickens raised outside of the EU are raised by lower animal welfare standards than inside the EU** (51%), although three in ten don't know (28%) how they would compare these standards.
 - Older adults are more likely to think that chickens raised outside the EU are raised by lower standards compared to inside the EU (61% 55+ vs. 46% 35–54 and 40% 18–34). Conversely, 18–34-year-olds are more likely to say they are raised by the same standards (17% 18–34 vs. 10% 35–54 vs. 5% 55+).
 - Those who say their diet features a reduced intake of animal products are more likely than meat eaters / omnivores to say that chickens are raised by higher welfare standards outside of the EU (17% vs. 10% respectively) or are raised by the same standards (16% vs. 9% respectively).
 - Those educated beyond school level are more likely than those educated up to school level to say that chickens are raised by lower standards outside of the EU than inside (57% vs. 48% respectively), and those educated up to school level are more likely to say that they don't know how the standards chickens are raised by outside and inside the EU compare (30% vs. 23% of those educated beyond school level).

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	89%
Strongly agree	54%
Tend to agree	35%
Tend to disagree	5%
Strongly disagree	2%
NET: Disagree	6%
Don't know	5%

Base: All respondents (n=1,019)

- Nine in ten (89%) French adults agree that **the government should improve the laws setting the welfare standards of chickens raised for meat**, with more than half (54%) doing so strongly.
 - Older adults are more likely than their younger counterparts to agree with this statement (94% 55+ vs. 89% 35–54 vs. 81% 18–34), while those who are younger are more likely to disagree (14% 18–34 vs. 6% 35–54 vs. 3% 55+).
 - Respondents who have a diet involving a reduced intake of animal products are considerably more likely than meat eaters / omnivores to strongly agree that the government should review these laws (67% vs. 54% respectively).

Q12a & Q12b.¹⁴ 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)	39%	56%
Set higher food safety standards	13%	33%
Guarantee a fair income to farmers	19%	37%
Set higher environmental standards	21%	43%
None of the above	2%	2%
Don't know	6%	6%

Base: All respondents (n=1,019)

- When asked what the government should prioritise when improving the welfare standards of chickens raised for meat, **setting higher legal welfare standards** is by far the most likely to be ranked as the top priority (39%), and among the top three priorities (56%).
 - Younger French adults are less likely to rank this as the top priority (32% 18–34 vs. 40% 35–54 and 44% 55+), or among the top three priorities (45% 18–34 vs. 55% 35–54 vs. 63% 55+).
- Following this, one in five rank **setting higher environmental standards** (21%) or **guaranteeing a fair income to farmers** (19%) as the highest priority. On balance, the former appears to be seen as slightly more important as French adults are slightly more likely to rank this within the top

¹⁴ 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.

three priorities for the government compared to guaranteeing a fair income for farmers (43% vs. 37% respectively).

- Those who describe themselves as meat-eaters / omnivores are more likely than those who have reduced their intake of animal products to rank guaranteeing a fair income for farmers as the top priority (22% vs. 12% respectively), or as among the top three priorities for the government with regards to improving the welfare standards of chickens raised for meat (39% vs. 27% respectively).

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	88%
Strongly agree	57%
Tend to agree	31%
Tend to disagree	5%
Strongly disagree	1%
NET: Disagree	6%
Don't know	6%

Base: All respondents (n=1,019)

- Nine in ten (88%) French adults agree that **chicken sold in the EU should be labelled with information about the welfare standards they were raised under**, with approaching three in five (57%) doing so strongly.
 - Those aged 55+ are considerably more likely than either those aged 18-34 or 35-54 to agree with this statement (94% 55+ vs. 86% 35-54 and 81% 18-34), and are particularly likely to agree strongly in comparison to other age groups (65% 55+ vs. 54% 35-54 and 48% 18-34). Accordingly, those belonging to the youngest age groups are more likely to disagree with this (12% 18-34 vs. 6% 35-54 vs. 2% 55+).
 - Meat eaters / omnivores are more likely than those whose diet features a reduced intake of meat to agree with this statement (91% vs. 84% respectively).

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

	%
NET: Agree	90%
Strongly agree	68%
Tend to agree	21%
Tend to disagree	5%
Strongly disagree	2%
NET: Disagree	6%
Don't know	4%

Base: All respondents (n=1,019)

- Nine in ten (90%) French adults agree that **chicken sold in the EU should be labelled by country of origin**. Opinion is particularly strong on this topic, with seven in ten (68%) agreeing with this statement strongly.
 - Those aged 55+ are more likely than their younger counterparts to agree with this statement (97% 55+ vs. 89% 35-54 vs. 80% 18-34), with eight in ten (78%) agreeing with this strongly (compared to 67% of those aged 35-54 and 54% of those aged 18-34).
 - In line with the fact they are more likely to be consumers of chicken sold in the EU, meat eaters / omnivores are more likely than those who have reduced their intake of animal products to agree with the statement (93% vs. 85% respectively).

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