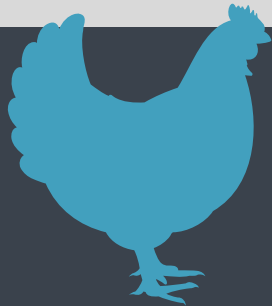


COLONY CAGE RESEARCH

FEBRUARY 2020



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Method

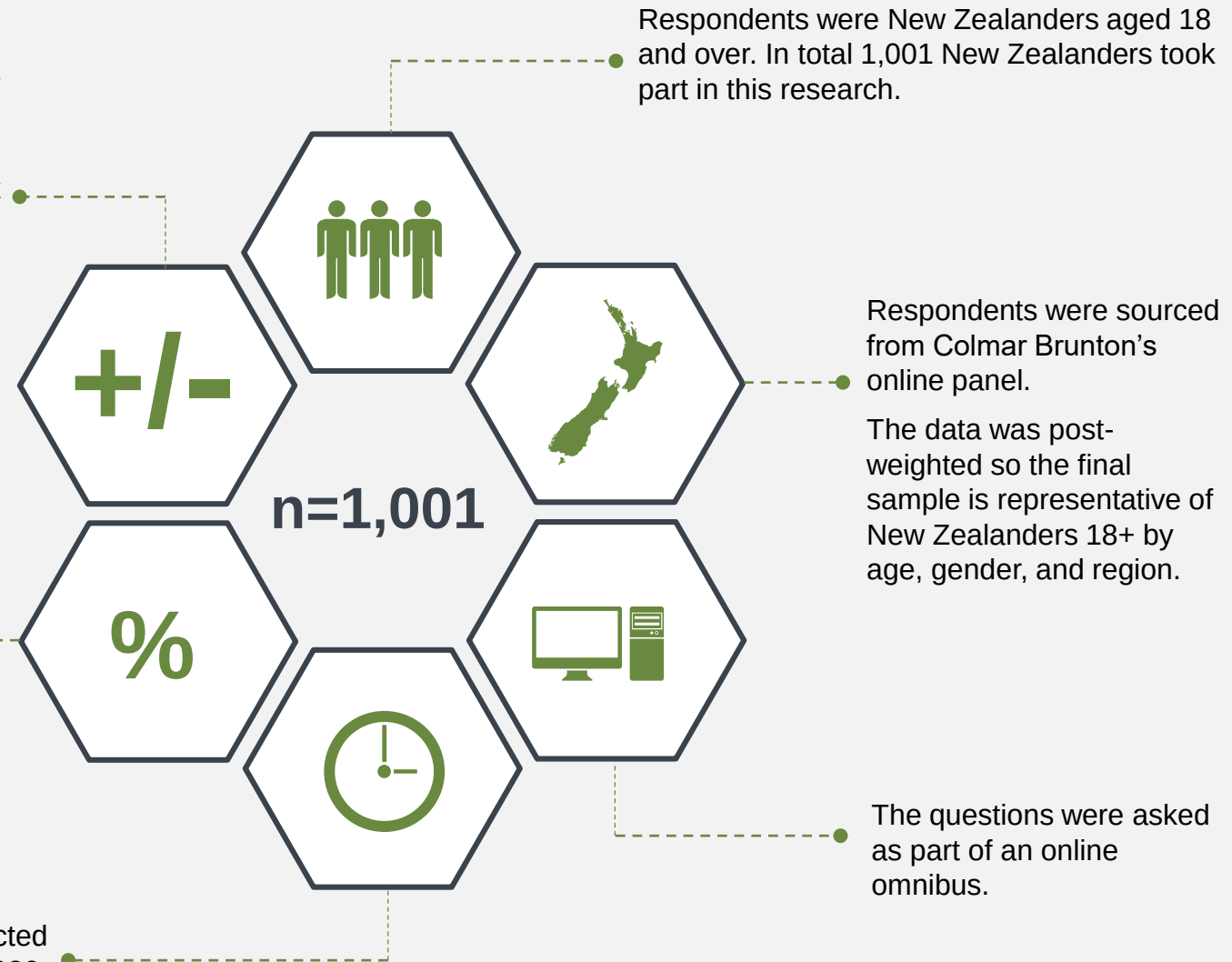


The maximum margin of error on a sample size of 1,001 (at the 95% confidence interval) is +/- 3.1%.

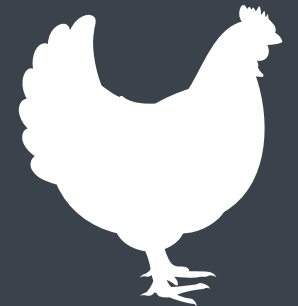
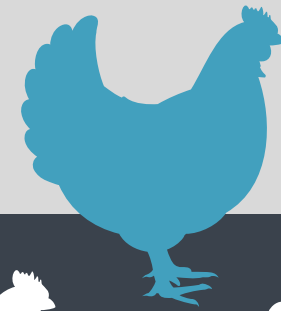
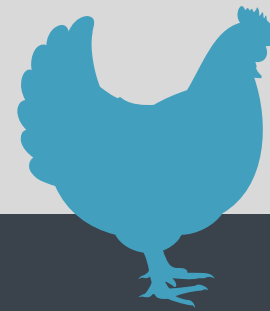
Only demographic differences that are significant at the 95% confidence interval are shown.

Percentages may not add to 100% or nett scores due to rounding.

Fieldwork conducted 12 to 19 February 2020.



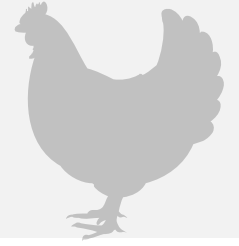
Attitudes towards colony cages



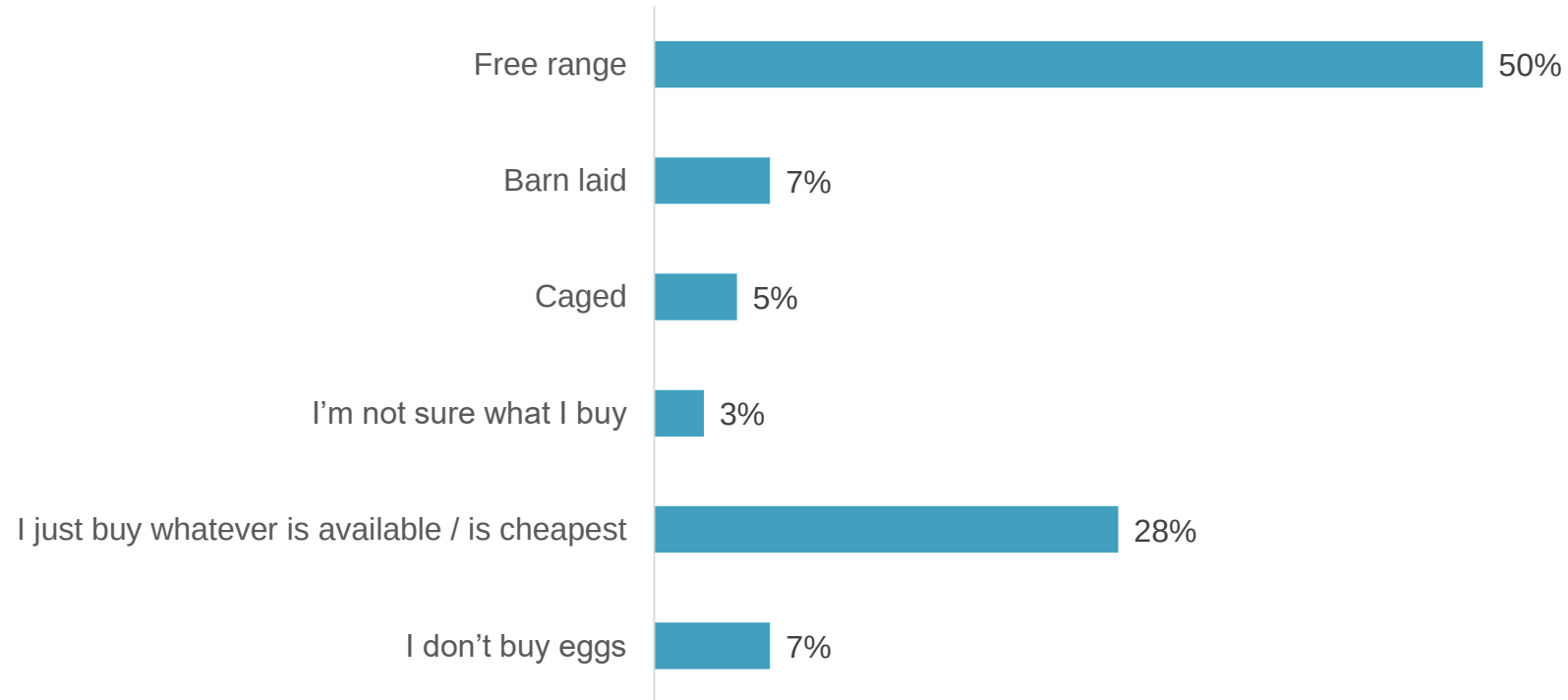
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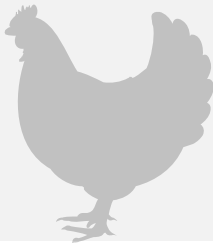
What type of eggs New Zealanders buy most of the time



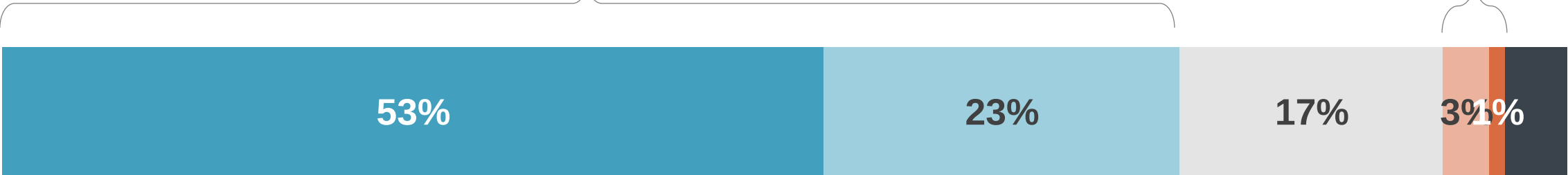
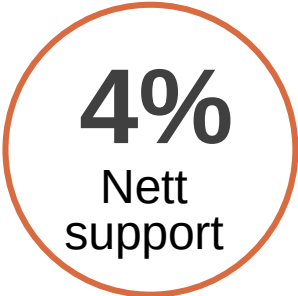
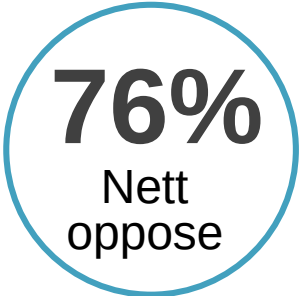
Q. What type of eggs do you buy most of the time?



New Zealanders' attitudes towards colony cages



Q. Do you [support or oppose / oppose or support] the use of colony cages in New Zealand?



I strongly oppose colony cages

I somewhat oppose colony cages

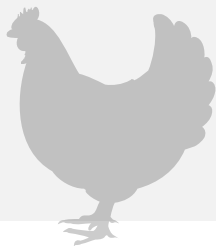
I don't feel strongly either way

I somewhat support colony cages

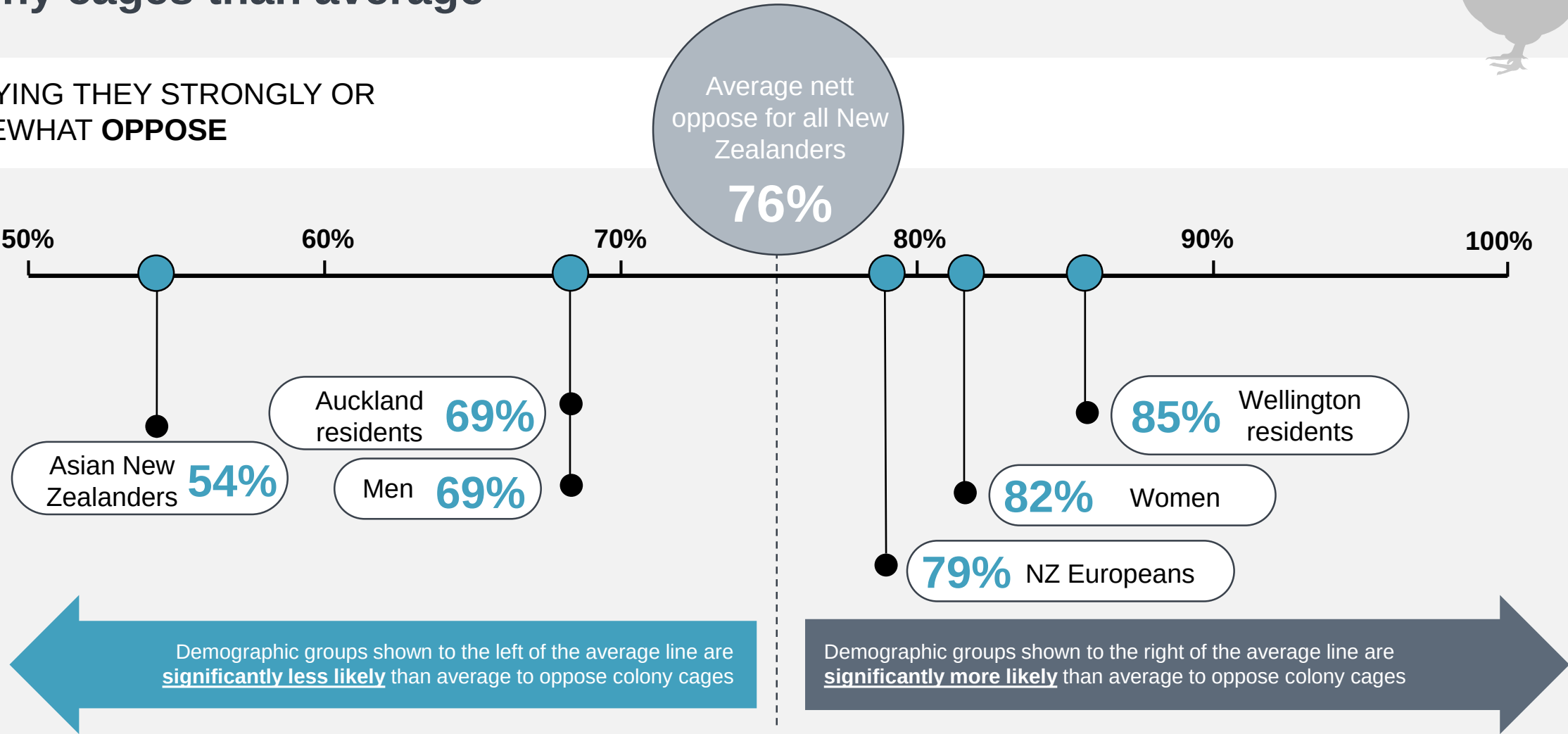
I strongly support colony cages

Not sure

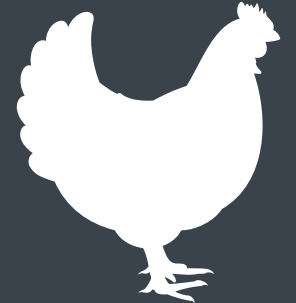
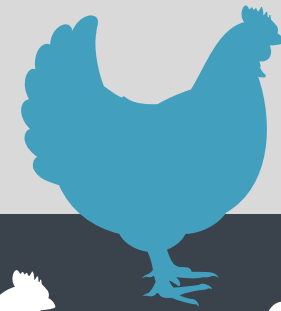
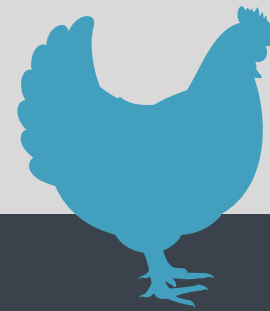
Demographic groups significantly more or less likely to oppose colony cages than average



% SAYING THEY STRONGLY OR SOMEWHAT **OPPOSE**



**Impact of
making a
commitment to
ban colony cage
on voting
behaviour**

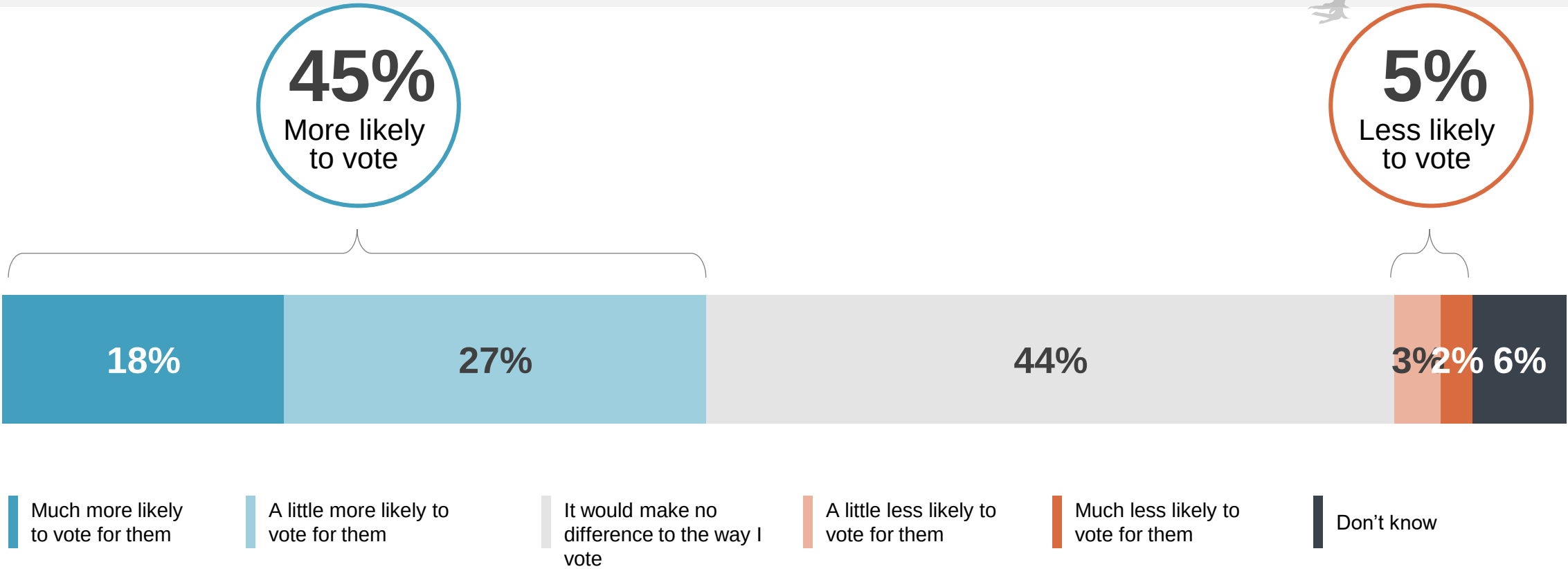
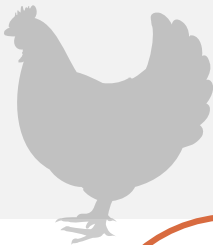


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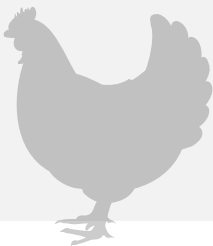
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Impact of banning colony cages on voting behaviour

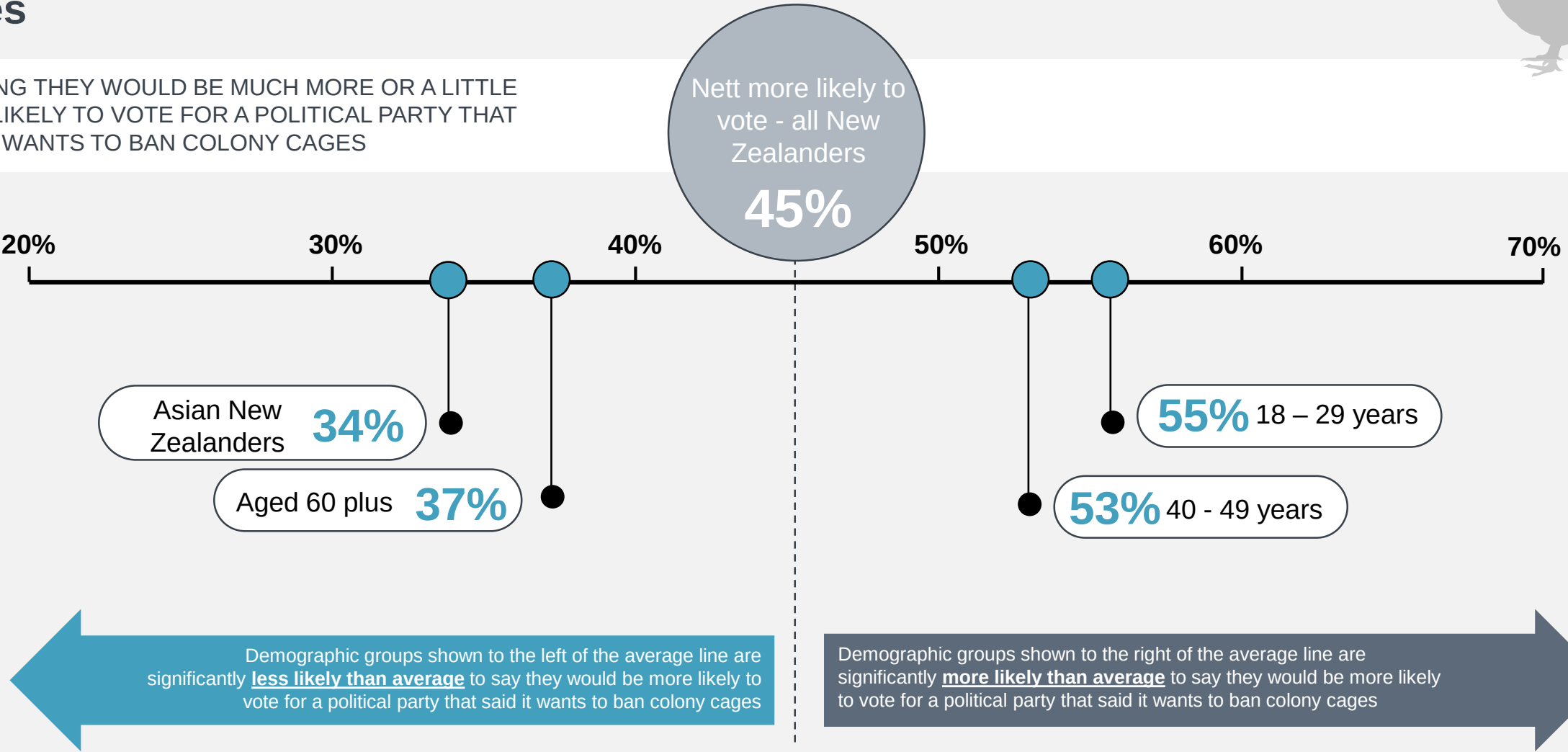
Q. If a political party said it wanted to ban colony cages would you be more or less likely to vote for them in the general election later in the year?



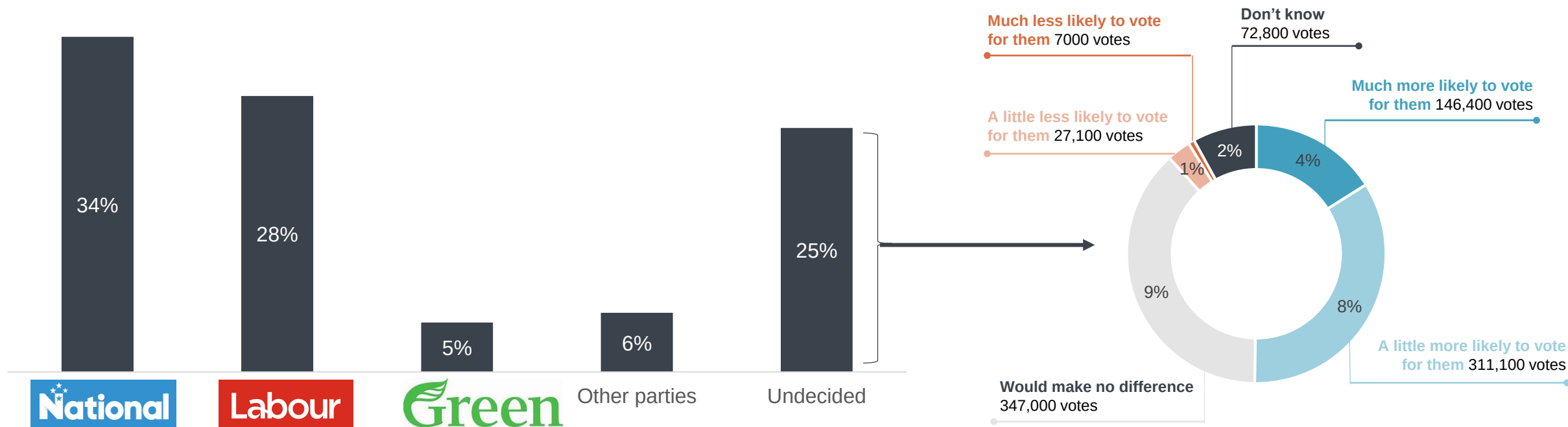
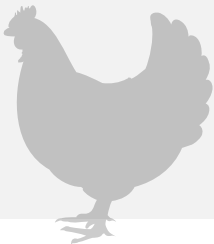
Demographic groups significantly more likely to vote for a political party that says it wants to ban colony cages



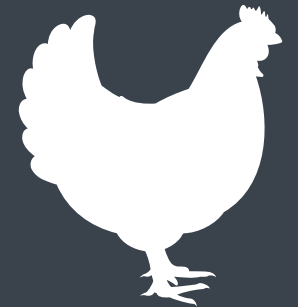
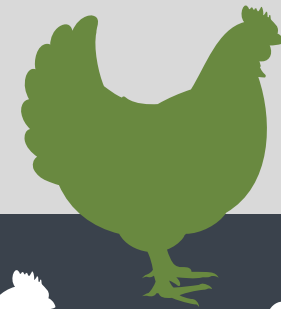
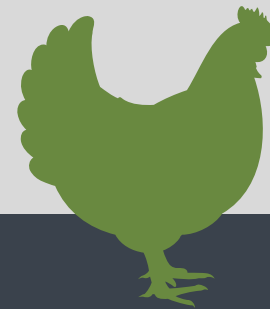
% SAYING THEY WOULD BE MUCH MORE OR A LITTLE MORE LIKELY TO VOTE FOR A POLITICAL PARTY THAT SAID IT WANTS TO BAN COLONY CAGES



A quarter of the population are currently undecided about what party they'll vote for in the 2020 general election. Four percent of the population are undecided and say they are much more likely to vote for a party that opposes colony cages. The 4% equates to 146,400 votes.



Appendix: Questionnaire



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Questionnaire

SAFE: COLONY CAGE OMNIBUS QUESTIONNAIRE

ASK ALL

Q1 What political party do you plan to vote for in 2020?

RANDOMISE

ACT	1
Mana	2
Māori	3
New Conservative	4
NZ First	5
Labour	6
Green	7
National	8
The Opportunities Party (TOP)	9
Other (please tell us)	10
Undecided	11
None – I'm not going to vote	12

INTRO. Now we've got some questions about eggs.

ASK ALL

Q2. What type of eggs do you buy most of the time?

Caged	1
Barn laid	2
Free range	3
I just buy whatever is available / is cheapest	4
I'm not sure what I buy	5
I don't buy eggs	6

ASK ALL

Q3. Some commercial egg farmers use **colony cages** to house their chickens. In a colony cage, one chicken lives in an area about the length and width of an A4 piece of paper.

Colony cages allow farmers to house many chickens in a small area, which lowers their production costs and results in lower egg prices for consumers.

Those who care about animal welfare are anti colony cages because the cages prevent chickens from being able to walk freely, spread their wings, and perform natural behaviours like dustbathing.

Do you [RANDOM 50%: support or oppose / oppose or support] the use of colony cages in New Zealand?

ROTATE ORDER: 50% TO SEE ORDER BELOW, 50% TO SEE IN REVERSE ORDER. 'I'M NOT SURE' ALWAYS TO BE LAST.

I strongly oppose colony cages	1
I somewhat oppose colony cages	2
I don't feel strongly either way	3
I somewhat support colony cages	4
I strongly support colony cages	5
I'm not sure	6

ASK ALL

Q4. If a political party said it wanted to ban colony cages would you be more or less likely to vote for them in the general election later in the year?

Much more likely to vote for them	1
A little more likely to vote for them	2
It would make no difference to the way I'd vote	3
A little less likely to vote for them	4
Much less likely to vote for them	5
Don't know	6



FOR FURTHER INFORMATION PLEASE CONTACT

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