

Key Findings: Harris/Decima 2009 Omnibus Poll of 2012 Canadians (commissioned by VHS)

Canadians are willing to pay more for farm animal products that were certified to humane standards of care by a third-party organization (72%).

- British Columbians are just as likely as other Canadians to be willing to pay more for this type of certification (74%).

After learning about the usage and opinions of battery cages, three-in-five (58%) Canadians indicated they oppose the use of battery cages for egg laying hens.

- British Columbians are one of the provinces most opposed to using battery cages for egg laying hens (65%).

Over half (54%) of Canadians are willing to pay a higher price for cage-free eggs, with an additional 10% indicating they already purchase cage-free eggs.

- British Columbians are significantly more likely than those in the rest of Canada to indicate they already purchase cage-free eggs (21%), and half (53%) of British Columbians say they're willing to pay more for cage-free eggs.

After hearing the description of battery cage eggs verses cage-free eggs, as well as the cost differences, half (50%) of Canadians indicate they are likely to buy cage-free eggs most often in the future.

- British Columbians continue to be most willing to buy cage-free eggs –future purchases of cage free eggs is highest among British Columbians (62%).

Almost two-thirds (63%) of Canadians would support a legislative ban on battery cages for their province, similar to what will soon become law in Europe and in California.

- Not surprisingly, British Columbians are more likely to support their province banning battery cages.

To make consumers more aware of what they're buying, most Canadians (77%) would support a requirement to label cartons as 'eggs from caged hens' if the hens are raised in battery cages.

- British Columbians are as likely as most other provinces to support this requirement (78%).

