

AUSTRALIAN EGG INDUSTRY COMMUNITY RESEARCH REPORT: FULL SURVEY CONTENT 2023

- Table of mean scores from 2018-2023
- Public sample (Open call) and Representative sample



CITATION

Voconiq (2023) Australian Egg Industry
Community Research Report: Full Survey Content
2023. Voconiq, Australia

COPYRIGHT

© Voconiq 2023. To the extent permitted by law, all rights are reserved and no part of this publication covered by copyright may be reproduced or copied in any form or by any means except with the written permission of Voconiq.

DISCLAIMER

Voconiq advises that the information contained in this publication comprises general statements based on scientific research. The reader is advised and needs to be aware that such information may be incomplete or unable to be used in any specific situation. No reliance or actions must therefore be made on that information without seeking prior expert professional, scientific and technical advice. To the extent permitted by law, Voconiq (including its employees and consultants) excludes all liability to any person for any consequences, including but not limited to all losses, damages, costs, expenses and any other compensation, arising directly or indirectly from using this publication (in part or in whole) and any information or material contained in it.

Voconiq is committed to providing web accessible content wherever possible. If you are having difficulties with accessing this document please contact info@voconiq.com

ACKNOWLEDGEMENTS

This project was funded by Australian Eggs. Australian Eggs is a member owned not-for-profit company providing marketing, research and development and industry information services to the public and to the benefit of Australian egg farmers.

CONTENTS

INTRODUCTION	4
Demographic questions (all participants)	5
REPRESENTATIVE SAMPLE.....	10
Financial wellbeing items	10
Sentiment survey questions	11
Importance of agricultural and egg industry to Australians and affordability.....	11
Food security and food safety	12
Environmental and welfare concerns	14
Responsible practice	18
Cost vs benefits of the egg industry	19
Regulation, traceability, and labelling.....	19
Production system transition.....	Error! Bookmark not defined.
Industry responsiveness	22
Acceptance and rejection of the eggs industry	24
Perceived improvement over time.....	25
Environmental and animal welfare questions	26
PUBLIC OR 'OPEN CALL' SAMPLE	27
Financial wellbeing items	27
Sentiment survey questions	28
Importance of agricultural and egg industry to Australians and affordability.....	28
Food security and food safety	29
Environmental and welfare concerns	31
Responsible practice	34
Cost vs benefits of the egg industry	35
Regulation, traceability, and labelling.....	35
Production system transition.....	Error! Bookmark not defined.
Industry responsiveness	37
Trust in the egg industry (and others)	38
Acceptance and rejection of the eggs industry	39
Perceived improvement over time	39
Environmental and animal welfare questions	40

INTRODUCTION

Australian Eggs have conducted annual community research between 2018-2023. The most recent national survey collected responses from 5,403 Australians. Since 2018, 43,781 surveys have been completed in this program.

The program of research is designed to be transparent and inclusive. In 2023, 5,176 surveys were collected and included for analysis via an online research panel. Utilising this method of recruitment means that a representative sample of Australians may be collected. Participants in the representative sample were paid a small incentive to participate in the survey.

Australian Eggs also invite any Australian with an interest in the egg industry to complete the survey via an 'open call' process each year. In this process, a link to the survey is publicised by Australian Eggs and Voconiq through a press release and media channels. In 2023, 227 surveys were completed and included for analysis via this 'open call' process. Participants in the 'open call' sample did not receive payment for their time.

This report details the mean, or average, scores for all survey questions for both the representative and 'open call' samples across all five years of the research program. The summary report for the representative sample may be viewed on the Australian Eggs website¹ and the Voconiq website².

¹ www.australianeggs.org.au/what-we-do/sustainable-production/sustainability-framework/

² <https://voconiq.com/eggs/>

Demographic questions (all participants)

Question/Prompt	Question options
What is your age in years?	Enter Age
What is your gender?	Male, Female, Other
What is your postcode?	Enter Postcode
What would you say best describes the region that you live in?	Metropolitan/City , Suburban, Regional - Farming region , Regional - Non-farming region
What is the highest level of education you have completed?	School education – Did not complete year 12, School education – Completed year 12, Post secondary qualification (E.g. Tafe, Certificate), Bachelor Degree, Graduate Diploma and Graduate Certificate, Post Graduate Degree, Prefer not to say
Are you of Aboriginal and/or Torres Strait Islander origin?	Yes, No, Prefer not to say
Do you eat meat or seafood?	Yes, No, Prefer not to say
Thinking about your consumption of animal-based protein (e.g. eggs, chicken, pork, lamb, beef), how would you rate your level of animal-based protein intake over the last 12 months?	Much less, Less, About the same, More, Much more
Have you included more plant-based protein options to your diet over the last 12 months?	Yes, No
Approximately how many eggs do you consume each week?	None, 6, 12, 18, 24, More than 24
Thinking about the last time you bought eggs, what type were they?	Cage, Barn, Free Range, Organic, I don't buy eggs, Other
Do you keep hens at your house or property?	Yes, No, Prefer not to say
How many hens do you keep at your house or property?	None, 1-2, 3-5, 6-10, 11-20, More than 20
Including yourself, how many people do you know who work in the Australian Egg Industry?	None, 1-2, 3-5, 6-10, 11-20, More than 20
Which of the following best describes your current employment status?	Employed – Full time, Employed – Part time, Employed – Casual, Self-employed, Unemployed – Looking for work, Unemployed – Not looking for work, Unable to work, Student, retired, Homemaker, Volunteer, Prefer not to say

Which industry do you work in? (please choose the most relevant)	Mining, Manufacturing, Electricity (gas, water and waste services), Construction, Retail trade, Wholesale trade, Accommodation and food services (e.g., Hospitality), Transport, postal and warehousing services, Information media and telecommunications, Financial and insurances services, Real estate, Professional, scientific and technical services (e.g, Academic research), Administrative and support services (e.g., temping, cleaning), Public administration and safety (e.g., public services and defence), Education and training, Health care and social assistance, Arts and recreation services, Other, Not currently employed
Please indicate your total weekly family income.	\$1-\$599, \$600-\$999, \$1000-\$1499, \$1500-\$1999, \$2000-\$2499, \$2500-\$2999, more than \$3000, Prefer not to say

Demographic responses (all participants)

Question/Prompt	Representative Sample	Open Call
Number of participants	5176	227
What is your age in years?	18-24 – 10.94% 35-34 – 18.41% 35-44 – 17.08% 45-54 – 16.60% 55-64 – 15.36% 65+ - 21.62%	18-24 – 0.88% 35-34 – 2.20% 35-44 – 8.37% 45-54 – 15.42% 55-64 – 24.67% 65+ - 48.46%
What is your gender?	Female – 51.34% Male – 48.48% Other – 0.17%	Female – 68.72% Male – 30.4% Other – 0.88%
What would you say best describes the region that you live in?	Metropolitan/City - 28.96% Suburban – 55.45% Regional – Non-farming – 7.73% Regional – Farming – 7.86%	Metropolitan/City - 19.82% Suburban – 51.1% Regional – Non-farming – 14.54% Regional – Farming – 14.54%
What is the highest level of education you have completed?	School Education - Did not complete Year 12 – 11.6%	Not available

	<p>School Education - Completed Year 12 – 16.49%</p> <p>Post-secondary qualification (e.g. TAFE, Certificate) - 25%</p> <p>Bachelor Degree – 25.59%</p> <p>Graduate Diploma and Graduate Certificate – 9.09%</p> <p>Postgraduate Degree – 11.87%</p> <p>Prefer not to say – 0.37%</p>	
Have you included more plant-based protein options to your diet over the last 12 months?	<p>Yes – 38.07%</p> <p>No – 61.93%</p>	<p>Yes – 57.52%</p> <p>No – 42.48%</p>
Approximately how many eggs do you consume each week?	<p>None – 8.87%</p> <p>6 – 71.22%</p> <p>12 – 15.54%</p> <p>18 – 3.09%</p> <p>24 – 0.72%</p> <p>More than 24 – 0.56%</p>	<p>None – 21.68%</p> <p>6 – 65.04%</p> <p>12 – 9.73%</p> <p>18 – 2.21%</p> <p>24 – 0.44%</p> <p>More than 24 – 0.88%</p>
Thinking about the last time you bought eggs, what type were they?	<p>Barn – 6.72%</p> <p>Cage – 14.82%</p> <p>Free Range – 71.36%</p> <p>I don't buy eggs – 2.38%</p> <p>Organic – 3.94%</p> <p>Other – 0.77%</p>	<p>Barn – 5.29%</p> <p>Cage – 6.61%</p> <p>Free Range – 69.6%</p> <p>I don't buy eggs – 7.93%</p> <p>Organic – 8.37%</p> <p>Other – 2.2%</p>
Do you keep hens at your house or property?	<p>Yes – 6.45%</p> <p>No – 93.22%</p> <p>Prefer not to say – 0.33%</p>	<p>Yes – 8.81%</p> <p>No – 90.75%</p> <p>Prefer not to say – 0.44%</p>
How many hens do you keep at your house or property?	<p>2-3 – 32.93%</p> <p>4-5 – 59.88%</p> <p>6-10 – 7.19%</p>	<p>2-3 – 35%</p> <p>4-5 – 55%</p> <p>6-10 – 10%</p>
Including yourself, how many people do you know who work in the Australian Egg Industry?	<p>None – 87.26%</p> <p>1-2 – 7.75%</p> <p>3-5 – 2.67%</p> <p>6-10 – 0.97%</p> <p>11-20 – 0.39%</p> <p>More than 20 – 0.97%</p>	<p>None – 90.75%</p> <p>1-2 – 5.29%</p> <p>3-5 – 1.76%</p> <p>6-10 – 0.44%</p> <p>11-20 – 0.44%</p> <p>More than 20 – 1.32%</p>
Which of the following best describes your current employment status?	<p>Employed – Casual – 5.29%</p> <p>Employed – Full time – 39.08%</p> <p>Employed – Part time – 14.08%</p>	<p>Employed – Casual - 3.52%</p> <p>Employed – Full time – 22.91%</p> <p>Employed – Part time – 8.81%</p>

	Home maker – 4.64% Prefer not to say – 0.29% Retired – 19.96% Self employed – 6.24% Student – 2.84% Unable to work – 2.11% Unemployed – Looking for work – 3.84% Unemployed – not looking for work – 1.37% Volunteer – 0.25%	Home maker – 3.52% Prefer not to say - 1.76% Retired – 42.29% Self employed – 8.81% Student – 0.88% Unable to work – 2.64% Unemployed – Looking for work – 1.32% Unemployed – not looking for work – 2.2% Volunteer – 1.32%
--	--	---

<p>Which industry do you work in? (please choose the most relevant)</p>	<p>Agriculture, horticulture, forestry and fishing - 1.85% Mining – 1.52% Manufacturing – 5.11% Electricity, gas, water and waste services – 1.43% Construction – 6.4% Retail trade – 11.09% Wholesale trade – 2.36% Accommodation and food services (e.g., hospitality) - 4.78% Transport, postal and warehousing services – 4.30% Information media and telecommunications – 4.27% Financial and insurance services – 6.1% Real estate – 1.61% Professional, scientific and technical services (e.g., academic research) - 7.83% Administrative and support services (e.g., temping, cleaning) - 4.39% Public administration and safety (e.g., public service and defence) - 5.17% Education and training – 8.49% Health care and social assistance – 11% Arts and recreation services – 2.69% Other. Please specify – 9.56% Not currently employed – 0.03%</p>	<p>Agriculture, horticulture, forestry and fishing – 2% Mining – 1% Manufacturing – 2% Electricity, gas, water and waste services – 4% Construction – 3% Retail trade – 7% Accommodation and food services (e.g., hospitality) - 3% Transport, postal and warehousing services –3% Information media and telecommunications – 7% Financial and insurance services – 3% Professional, scientific and technical services (e.g., academic research) - 8% Administrative and support services (e.g., temping, cleaning) - 4% Public administration and safety (e.g., public service and defence) - 8% Education and training – 7% Health care and social assistance – 32% Arts and recreation services – 2% Other. Please specify – 4%</p>
<p>Please indicate your total weekly family income.</p>	<p>\$1- \$599 – 11.13% \$600 - \$999 – 17.82% \$1,000 - \$1,499 – 19.44% \$1,500 - \$1,999 – 15.63% \$2,000 - \$2,499 – 11.73% \$2,500 - \$2,999 – 7.57% More than \$3,000 – 9.62% Prefer not to say – 7.05%</p>	<p>\$1- \$599 – 14.54% \$600 - \$999 – 16.74% \$1,000 - \$1,499 – 14.1% \$1,500 - \$1,999 – 10.13% \$2,000 - \$2,499 – 9.25% \$2,500 - \$2,999 – 6.17% More than \$3,000 – 10.57%</p>

		Prefer not to say – 18.5%
--	--	---------------------------

REPRESENTATIVE SAMPLE

The following data are drawn from a sample of Australians that are representative of the Australian population by age and gender in each year of the community research.

The content is organised by survey theme. Demographic questions are included for reference, but responses have been omitted. A summary may be found in the research report.

Except where noted, participants were asked to respond to all items using a seven-point scale where 1= Strongly disagree, 2 = Disagree, 3 = Moderately disagree, 4 = Neutral, 5 = Moderately agree, 6 = Agree, 7 = Strongly agree. Where 'NA' is recorded, the question was not asked in that year.

Financial wellbeing items

The following questions were asked using a scale from 1 (Strongly disagree) to 5 (Strongly agree).

	2018	2019	2020	2021	2022	2023
It is hard to afford the lifestyle I want	3.49	3.52	3.35	3.37	3.49	3.58
Overall, I am satisfied that my income covers my living expenses	3.12	3.24	3.39	3.38	3.27	3.05

Sentiment survey questions

Importance of agricultural and egg industry to Australians and affordability

	2018	2019	2020	2021	2022	2023
The agriculture industry contributes significantly to Australia's economy	5.76	5.81	5.86	6.17	5.79	5.90
The Australian Egg Industry bothers me a lot	3.58	3.31	3.12	3.51	3.08	2.87
Egg farmers play an important role in Australian society	5.61	5.48	5.72	5.72	5.43	5.75
Plant based protein is starting to replace eggs as a staple food in Australia	NA	NA	3.77	3.95	3.63	3.51
Eggs provide important nutrition in the Australian diet	6.09	6.01	5.95	6.12	5.95	6.02
The egg industry is an important part of the agriculture industry in Australia	5.62	5.7	5.87	5.88	5.82	5.90
Australians rely on eggs as an important staple food	5.84	5.75	5.77	5.98	5.79	5.83
Eggs are affordable where I live	5.54	5.47	5.65	5.76	5.38	5.00

Food security and food safety

	2018	2019	2020	2021	2022	2023
Food security should be taken into account in setting regulations for the egg industry	NA	NA	5.57	5.51	5.21	5.46
It is necessary to maintain strict biosecurity controls to protect the Australian Egg Industry from threats (e.g. Avian Influenza)	6.12	6.28	6.21	6.21	6.09	6.19
Eggs produced in Australia adhere to strict food safety standards	5.65	5.84	5.84	5.88	5.78	5.72
I am confident that Australian food safety standards protect the public from public health issues such as Salmonella outbreaks	NA	5.67	5.77	5.85	5.71	5.58
The response of the Australian Egg Industry to outbreaks of Salmonella are effective in protecting public health	NA	5.7	5.72	5.73	5.64	5.47
Australia has plenty of food so food security doesn't concern me	NA	NA	NA	3.66	3.65	3.52

	2018	2019	2020	2021	2022	2023
Jobs created by the egg industry are more important than ever right now	NA	NA	5.53	5.4	5.25	5.24
Producing eggs for Australia is an 'essential service'	NA	NA	5.92	5.8	5.69	5.76
Food safety standards in the egg industry depend on egg farm profitability	NA	4.4	4.51	4.83	4.69	4.5
It is difficult for egg farmers to invest in improving food safety standards and remain competitive	NA	4.58	4.62	4.72	4.52	4.59
The egg industry creates jobs for Australians	5.79	5.7	5.79	5.81	5.68	5.78
The price of eggs fairly reflects the cost of producing them	4.96	5.13	5.2	5.25	5.07	4.98
The impact of the current high inflation on Australia's food security is a matter of concern for me	NA	NA	NA	NA	NA	5.62

Environmental and welfare concerns

	2018	2019	2020	2021	2022	2023
Egg farming is a good use of land	5.22	5.42	5.55	5.61	5.49	5.47
Egg farming has a lower impact on the environment than other industries	5.01	5.35	5.42	5.31	5.25	5.16
It is natural for hens to seek shelter from weather and predators in sheds	NA	NA	NA	5.82	5.8	5.81
Free range farms have a higher carbon footprint than cage and barn farms	NA	4.01	4.08	4.08	3.98	3.97
Australian egg farmers are responsible stewards of the land	NA	NA	NA	5.37	5.29	5.28

	2018	2019	2020	2021	2022	2023
Technology has improved the welfare and environmental outcomes of egg farms	NA	NA	NA	5.43	5.31	5.35
The egg industry is focused on reducing and reusing waste generated by egg farms	NA	NA	NA	NA	5.1	5.12
Investment in processes to transform egg farm waste into new fertiliser products is a practical contribution to industry sustainability	NA	NA	NA	NA	5.57	5.66
Australian egg farmers manage their environmental impacts effectively	NA	NA	NA	NA	5.16	5.13
The egg industry is focused on reducing the carbon footprint of eggs produced in Australia	NA	NA	NA	NA	4.9	4.96

	2018	2019	2020	2021	2022	2023
Good hen welfare requires some invasive activities by egg farmers (e.g. trimming hen beaks so they do not peck each other)	4.5	4.33	4.56	4.59	4.53	4.57
There are costs and benefits for hens in all egg producing systems (e.g. cage, barns, free range, organic)	5	5.05	5.23	5.12	5	5.13
It takes a lot of electricity to maintain a controlled climate in hen houses	NA	5.32	5.33	5.26	5.24	5.25
It is easier to keep hens away from their waste in cage and barn farms	NA	NA	4.24	4.28	4.19	4.03
New technology is driving the ability of the egg industry to be more sustainable	NA	NA	NA	5.41	5.32	5.27

	2018	2019	2020	2021	2022	2023
The welfare of hens is not just about the absence of harm to them	5.66	5.72	5.69	5.61	5.68	5.73
Hens are working animals and should not be confused with the lives of pets or people	4.16	4.42	4.68	4.56	4.51	4.46
It is important to me that hens are able to engage in natural behaviours like dust baths, perching and flapping their wings	5.81	5.88	5.82	5.83	5.87	5.91

	2018	2019	2020	2021	2022	2023
Egg farmers should look to improve the living conditions of their hens	NA	NA	NA	NA	5.82	5.72
Financial sustainability supports innovation in the Australian Egg Industry	NA	5.3	5.38	5.33	5.39	5.33
To improve the welfare conditions for hens, egg prices need to rise	NA	4.56	4.57	4.67	4.57	4.45
It is important to me to know where my eggs come from	NA	NA	NA	5.55	5.51	5.50
Australian egg farmers have successfully used new technologies to improve the way they operate	NA	NA	NA	5.32	5.3	5.32

Responsible practice

	2018	2019	2020	2021	2022	2023
There are equal opportunities for men and women within the Australian Egg Industry	NA	NA	NA	NA	5.45	5.41
The Australian Egg Industry uses water responsibly	NA	NA	NA	NA	5.21	5.13
The industry is innovative in its approach to egg farming	NA	NA	NA	NA	5.26	5.18
Egg farming negatively impacts water quality where it is conducted	NA	NA	NA	NA	4.26	4.16
Workers in the Australian Egg Industry are paid a fair wage for their work	NA	NA	NA	NA	4.81	4.92
Exploitation of workers is a serious problem in the Australian Egg Industry	NA	NA	NA	NA	4.37	4.32
The egg industry contributes significantly to Australia's economy	NA	NA	NA	NA	5.54	5.66
The Australian Egg Industry invests appropriately in sustainable production technologies	NA	NA	NA	NA	5.13	5.12
I feel that eggs are sustainable compared to other food items	NA	NA	NA	NA	5.49	5.77
Eggs in Australia are generally clearly labelled so I know what I'm buying	NA	NA	NA	NA	5.72	5.77

Cost vs benefits of the egg industry

Question	2018	2019	2020	2021	2022	2023
Considering the benefits and costs associated with egg farming, I am happy to support the industry in Australia	5.65	5.65	5.64	5.82	5.81	5.79

Regulation, traceability, and labelling

Question	2018	2019	2020	2021	2022	2023
Egg farming is regulated to make sure farmers do the right thing	5.41	5.36	5.41	5.48	5.65	5.57
I prefer to buy from retailers that require eggs to be traced back to the farm	NA	NA	NA	5.25	5.29	5.23
Traceability is important in ensuring food safety	NA	NA	NA	5.78	5.8	5.88
Egg farmers should be accredited to ensure they use best practice methods	6.07	5.95	5.89	5.8	5.89	5.86
Labelling on egg cartons regarding how they were produced is important to me	NA	NA	NA	5.64	5.67	5.73

The following questions were asked using a scale from 1 (Strongly disagree) to 5 (Strongly agree).

Question	2018	2019	2020	2021	2022	2023
Guidelines developed by the Australian Egg Industry ensure egg producers do the right thing	3.76	3.92	4.04	4.13	4.03	4.01
Auditing egg farms is effective at making sure farmers do the right thing	NA	4.12	4.16	4.28	4.15	4.16
Egg farms in Australia are regularly audited	NA	3.74	3.83	3.95	3.83	3.85
The State and Federal governments are able to hold the egg industry in Australia accountable	NA	4.04	4.1	4.22	3.97	3.95

Production system transition

Question	2018	2019	2020	2021	2022	2023
It is important that supermarkets prioritise the availability of eggs over the decision to remove cage eggs from their shelves	NA	NA	NA	NA	NA	4.7
Governments should financially support egg farmers to transition away from caged eggs to avoid egg shortages	NA	NA	NA	NA	NA	5.51
Supermarkets should financially support egg farmers to transition away from caged eggs to avoid egg shortages	NA	NA	NA	NA	NA	5.47

It is the responsibility of egg farmers to invest in alternative egg production systems to avoid egg shortages in the future	NA	NA	NA	NA	NA	5.15
Egg farmers need regulatory certainty to invest in new production to replace cage eggs	NA	NA	NA	NA	NA	5.5

Industry responsiveness

Question	2018	2019	2020	2021	2022	2023
The Australian Egg Industry listens to and respects community opinions	4.8	4.81	5.02	5.08	5.09	5.09
The Australian Egg Industry is prepared to change its practices in response to community concerns	4.81	4.86	5	5.05	5.07	5.11

Trust in the egg industry (and others)

The following items were measured on a scale from 1 (Not at all) to 5 (Very much so).

Using a number from 1 (Not at all) to 5 (Very much so), to what extent do you trust the Australian egg industry to...	2018	2019	2020	2021	2022	2023
Act in the best interest of society	3.45	3.55	3.63	3.71	3.68	3.69
Act responsibly	3.59	3.67	3.77	3.86	3.77	3.79
Do what is right	3.55	3.65	3.75	3.83	3.76	3.76

The following items were measured on a scale from 1 (Not at all) to 5 (Very much so).

Using a number from 1 (Not at all) to 5 (Very much so), to what extent do you trust the following groups to act responsibly:	2018	2019	2020	2021	2022	2023
Australian Egg Industry	3.53	3.62	3.74	3.79	3.77	3.77
Large egg retailers in Australia (e.g. Coles, Woolworths, Aldi)	2.92	3.01	3.23	3.44	3.42	3.30
State and Federal governments	NA	3.09	3.44	3.49	3.38	3.34
Research organisations (e.g. CSIRO, Universities)	3.89	3.97	4.01	3.99	3.92	3.92
Advocacy groups (e.g. RSPCA, Animals Australia, WWF)	3.88	3.82	3.84	3.98	3.89	3.85

Acceptance and rejection of the eggs industry

The following items were measured on a scale from 1 (Not at all) to 5 (Very much so).

	2018	2019	2020	2021	2022	2023
Reject the egg industry in Australia	1.95	2.02	1.91	2.13	1.9	1.79
Accept the egg industry in Australia	3.78	3.82	3.93	4.16	4.15	4.15
Approve of the egg industry in Australia	3.62	3.71	3.84	3.98	3.95	3.96
Support the egg industry in Australia	NA	NA	NA	4.09	4.03	4.04

Perceived improvement over time

	2018	2019	2020	2021	2022	2023
I feel like the egg industry maintains higher standards of hen welfare than it used to	NA	NA	NA	5.37	5.52	5.47
I see eggs as a more sustainable choice now than I used to	NA	NA	NA	5.15	5.29	5.17
I see eggs as a better source of nutrition than I used to	NA	NA	NA	5.2	5.3	5.29
I am more confident in the food safety of eggs than I used to be	NA	NA	NA	5.23	5.37	5.26

Environmental and animal welfare questions

The following questions were asked using a scale from 1 (Strongly disagree) to 5 (Strongly agree).

	2018	2019	2020	2021	2022	2023
The earth has plenty of natural resources if we just learn how to develop them.	3.74	3.79	3.88	3.74	3.87	3.78
Intensive farming of meat, eggs, and dairy products is important to keep food available and affordable.	NA	3.54	3.6	3.49	3.66	3.68
Human ingenuity will ensure that we do NOT make the earth unliveable.	3.07	3.15	3.26	3.22	3.26	3.21
Humans have the right to modify the natural environment to suit their needs.	2.58	2.66	2.71	2.75	2.73	2.79
The balance of nature is very delicate and easily upset.	4.13	4.15	4.11	4.06	4.16	4.04
I do not think that there is anything wrong with using animals in medical research.	2.5	2.46	2.66	2.55	2.44	2.56
I think it is perfectly acceptable for cattle and pigs to be raised for human consumption.	3.75	3.72	3.75	3.65	3.75	3.84

PUBLIC OR 'OPEN CALL' SAMPLE

Participants in the 'open call' sample completed the same survey as those in the representative sample in each year of the research.

Financial wellbeing items

The following questions were asked using a scale from 1 (Strongly disagree) to 5 (Strongly agree).

	2018	2019	2020	2021	2022	2023
It is hard to afford the lifestyle I want	2.9	2.96	2.67	2.69	2.91	3.00
Overall, I am satisfied that my income covers my living expenses	3.4	3.45	3.67	3.68	3.4	3.51

Sentiment survey questions

Importance of agricultural and egg industry to Australians and affordability

	2018	2019	2020	2021	2022	2023
The agriculture industry contributes significantly to Australia's economy	5.35	5.29	4.89	5.47	5.39	5.53
The Australian Egg Industry bothers me a lot	6.05	5.62	5.75	5.89	4.63	4.63
Egg farmers play an important role in Australian society	4.52	4.24	3.34	4	4.44	4.62
Plant based protein is starting to replace eggs as a staple food in Australia	NA	NA	5.03	4.99	4.29	3.99
Eggs provide important nutrition in the Australian diet	5.33	4.98	3.66	4.5	4.97	5.15
The egg industry is an important part of the agriculture industry in Australia	4.8	4.62	3.63	4.36	4.82	5.07
Australians rely on eggs as an important staple food	5.28	5.07	4.14	4.82	5.06	5.21
Eggs are affordable where I live	5.76	5.75	5.57	5.57	5.34	5.29

Food security and food safety

	2018	2019	2020	2021	2022	2023
It is necessary to maintain strict biosecurity controls to protect the Australian Egg Industry from threats (e.g. Avian Influenza)	6.2	6.25	5.9	5.97	6.05	6.24
Eggs produced in Australia adhere to strict food safety standards	4.94	4.96	4.15	4.69	5.19	5.18
I am confident that Australian food safety standards protect the public from public health issues such as Salmonella outbreaks	NA	4.69	4.11	4.7	5.09	5.1
The response of the Australian Egg Industry to outbreaks of Salmonella are effective in protecting public health	NA	4.82	4.06	4.63	5.1	5.13
Australia has plenty of food so food security doesn't concern me	NA	NA	NA	2.87	2.77	3.02
Food security should be taken into account in setting regulations for the egg industry	NA	NA	4.28	4.77	4.61	4.76
The impact of the current high inflation on Australia's food security is a matter of concern for me	NA	NA	NA	NA	NA	5.18

	2018	2019	2020	2021	2022	2023
It is difficult for egg farmers to invest in improving food safety standards and remain competitive	NA	3.22	3.3	3.51	3.46	3.53
The egg industry creates jobs for Australians	5.04	4.88	4.37	4.85	4.96	5.09
The price of eggs fairly reflects the cost of producing them	4.23	4.07	3.34	3.93	4.05	4.13
Jobs created by the egg industry are more important than ever right now	NA	NA	3.02	3.53	3.96	4.17
Producing eggs for Australia is an 'essential service'	NA	NA	3.41	3.89	4.41	4.64
Food safety standards in the egg industry depend on egg farm profitability	NA	3.72	3.5	3.51	3.46	3.83

Environmental and welfare concerns

	2018	2019	2020	2021	2022	2023
Egg farming is a good use of land	4.14	4.13	3.08	3.72	4.3	4.49
Egg farming has a lower impact on the environment than other industries	4.22	4.17	3.19	3.68	4.01	4.14
Australian egg farmers are responsible stewards of the land	NA	NA	NA	3.15	3.86	3.88
Australian egg farmers manage their environmental impacts effectively	NA	NA	NA	NA	3.52	3.61
Technology has improved the welfare and environmental outcomes of egg farms	NA	NA	NA	2.95	3.61	3.81
It is natural for hens to seek shelter from weather and predators in sheds	NA	NA	NA	5.27	5.43	5.55
Free range farms have a higher carbon footprint than cage and barn farms	NA	2.33	2.48	2.65	2.59	2.63
The egg industry is focused on reducing the carbon footprint of eggs produced in Australia	NA	NA	NA	NA	3.52	3.81
The egg industry is focused on reducing and reusing waste generated by egg farms	NA	NA	NA	NA	4.06	4.2
Investment in processes to transform egg farm waste into new fertiliser products is a practical contribution to industry sustainability	NA	NA	NA	NA	5.14	5.46

	2018	2019	2020	2021	2022	2023
Good hen welfare requires some invasive activities by egg farmers (e.g. trimming hen beaks so they do not peck each other)	2.31	2.06	1.82	1.97	2.52	2.57
It is easier to keep hens away from their waste in cage and barn farms	NA	NA	2.06	2.23	2.41	2.48
It takes a lot of electricity to maintain a controlled climate in hen houses	NA	5.28	5.14	5.11	5.11	5.07
New technology is driving the ability of the egg industry to be more sustainable	NA	NA	NA	3.99	4.29	4.38
There are costs and benefits for hens in all egg producing systems (e.g. cage, barns, free range, organic)	3.07	2.89	2.58	2.8	3.31	3.73

	2018	2019	2020	2021	2022	2023
The welfare of hens is not just about the absence of harm to them	6.73	6.43	6.29	6.2	6.16	6.30
Hens are working animals and should not be confused with the lives of pets or people	2.07	2.21	1.94	2.08	2.61	2.71
It is important to me that hens are able to engage in natural behaviours like dust baths, perching and flapping their wings	6.73	6.7	6.71	6.82	6.63	6.64

	2018	2019	2020	2021	2022	2023
Egg farmers should look to improve the living conditions of their hens	NA	NA	NA	NA	6.56	6.42
Financial sustainability supports innovation in the Australian Egg Industry	NA	4.73	4.17	4.51	4.99	4.84
Australian egg farmers have successfully used new technologies to improve the way they operate	NA	NA	NA	3.88	4.34	4.49
To improve the welfare conditions for hens, egg prices need to rise	NA	4.88	4.87	5.07	4.96	4.91
It is important to me to know where my eggs come from	NA	NA	NA	6.56	6.54	6.38

Responsible practice

	2018	2019	2020	2021	2022	2023
Egg farming negatively impacts water quality where it is conducted	NA	NA	NA	NA	4.41	4.21
Eggs in Australia are generally clearly labelled so I know what I'm buying	NA	NA	NA	NA	4.52	4.98
The industry is innovative in its approach to egg farming	NA	NA	NA	NA	3.95	3.85
Exploitation of workers is a serious problem in the Australian Egg Industry	NA	NA	NA	NA	4.13	3.91
I feel that eggs are sustainable compared to other food items	NA	NA	NA	NA	4.37	4.68
The Australian Egg Industry invests appropriately in sustainable production technologies	NA	NA	NA	NA	3.81	4.05
The Australian Egg Industry uses water responsibly	NA	NA	NA	NA	4.01	4.22
The egg industry contributes significantly to Australia's economy	NA	NA	NA	NA	4.77	4.97
There are equal opportunities for men and women within the Australian Egg Industry	NA	NA	NA	NA	4.85	5.11
Workers in the Australian Egg Industry are paid a fair wage for their work	NA	NA	NA	NA	4.16	4.28

Cost vs benefits of the egg industry

	2018	2019	2020	2021	2022	2023
Considering the benefits and costs associated with egg farming, I am happy to support the industry in Australia	3.83	4.31	3.27	3.96	4.37	4.70

Regulation, traceability, and labelling

	2018	2019	2020	2021	2022	2023
Egg farmers should be accredited to ensure they use best practice methods	6.7	6.59	6.35	6.36	6.42	6.30
Egg farming is regulated to make sure farmers do the right thing	3.8	3.4	2.99	3.63	4.57	4.52
I prefer to buy from retailers that require eggs to be traced back to the farm	NA	NA	NA	5.96	6.07	5.92
Labelling on egg cartons regarding how they were produced is important to me	NA	NA	NA	6.57	6.5	6.42
Traceability is important in ensuring food safety	NA	NA	NA	6.31	6.43	6.35

The following questions were asked using a scale from 1 (Strongly disagree) to 5 (Strongly agree).

	2018	2019	2020	2021	2022	2023
Auditing egg farms is effective at making sure farmers do the right thing	NA	3.37	2.94	3.37	3.44	3.65
Egg farms in Australia are regularly audited	NA	2.32	2.06	2.75	3	3.05
Guidelines developed by the Australian Egg Industry ensure egg producers do the right thing	2.19	2.36	2.08	2.48	2.87	3.03
The State and Federal governments are able to hold the egg industry in Australia accountable	NA	3.41	3.19	3.42	2.97	3.27

Production system transition

Question	2018	2019	2020	2021	2022	2023
It is important that supermarkets prioritise the availability of eggs over the decision to remove cage eggs from their shelves	NA	NA	NA	NA	NA	2.8
Governments should financially support egg farmers to transition away from caged eggs to avoid egg shortages	NA	NA	NA	NA	NA	5.21
Supermarkets should financially support egg farmers to transition away from caged eggs to avoid egg shortages	NA	NA	NA	NA	NA	5.24
It is the responsibility of egg farmers to invest in alternative egg production systems to avoid egg shortages in the future	NA	NA	NA	NA	NA	4.52
Egg farmers need regulatory certainty to invest in new production to replace cage eggs	NA	NA	NA	NA	NA	5.43

Industry responsiveness

	2018	2019	2020	2021	2022	2023
The Australian Egg Industry is prepared to change its practices in response to community concerns	2.98	3.14	2.65	3.26	3.7	3.98
The Australian Egg Industry listens to and respects community opinions	2.79	2.93	2.53	3.04	3.68	3.92

Trust in the egg industry (and others)

The following items were measured on a scale from 1 (Not at all) to 5 (Very much so).

Using a number from 1 (Not at all) to 5 (Very much so), to what extent do you trust the Australian egg industry to...	2018	2019	2020	2021	2022	2023
Act in the best interest of society	2.03	2.23	2.04	2.4	2.77	2.86
Act responsibly	2.09	2.3	2.07	2.48	2.81	2.85
Do what is right	1.96	2.15	1.94	2.32	2.69	2.75

The following items were measured on a scale from 1 (Not at all) to 5 (Very much so).

Using a number from 1 (Not at all) to 5 (Very much so), to what extent do you trust the following groups to act responsibly:	2018	2019	2020	2021	2022	2023
Australian Egg Industry	2.03	2.23	1.99	2.41	2.78	2.81
Large egg retailers in Australia (e.g. Coles, Woolworths, Aldi)	1.88	2.02	1.87	2.38	2.45	2.42
State and Federal governments	NA	2.03	2.14	2.35	2.62	2.76
Research organisations (e.g. CSIRO, Universities)	3.4	3.73	3.52	3.55	3.61	3.7
Advocacy groups (e.g. RSPCA, Animals Australia, WWF)	4.26	4.31	3.99	4.37	4.15	4.23

Acceptance and rejection of the eggs industry

The following items were measured on a scale from 1 (Not at all) to 5 (Very much so).

	2018	2019	2020	2021	2022	2023
Reject the egg industry in Australia	3.13	2.95	3.44	3.19	2.56	2.39
Accept the egg industry in Australia	2.43	2.63	2.3	2.73	3.22	3.42
Approve of the egg industry in Australia	2.06	2.26	1.98	2.44	2.94	3.13
Support the egg industry in Australia	NA	NA	NA	2.66	3.1	3.27

Perceived improvement over time

	2018	2019	2020	2021	2022	2023
I feel like the egg industry maintains higher standards of hen welfare than it used to	NA	NA	NA	4.1	4.34	4.35
I see eggs as a better source of nutrition than I used to	NA	NA	NA	3.3	3.9	4.01
I see eggs as a more sustainable choice now than I used to	NA	NA	NA	3.51	3.94	3.96
I am more confident in the food safety of eggs than I used to be	NA	NA	NA	3.63	4.03	4.34

Environmental and animal welfare questions

The following questions were asked using a scale from 1 (Strongly disagree) to 5 (Strongly agree).

	2018	2019	2020	2021	2022	2023
Human ingenuity will ensure that we do NOT make the earth unliveable.	2.22	2.17	2.17	2.09	2.42	2.38
Humans have the right to modify the natural environment to suit their needs.	1.91	1.9	1.81	1.83	2	2.23
I do not think that there is anything wrong with using animals in medical research.	1.67	1.56	1.62	1.51	1.74	1.93
I think it is perfectly acceptable for cattle and pigs to be raised for human consumption.	2.51	2.48	2.12	2.27	2.82	2.88
Intensive farming of meat, eggs, and dairy products is important to keep food available and affordable.	NA	1.86	1.63	1.62	2.24	2.25
The balance of nature is very delicate and easily upset.	4.39	4.42	4.39	4.45	4.37	4.35
The earth has plenty of natural resources if we just learn how to develop them.	3.11	2.98	2.98	2.75	3.02	2.97