

S25036322 - IAA Australia

Fast Facts – The test was conducted in **Australia**.

Start date: **2025-08-07** / End date: **2025-08-10**

Project overview



1000 respondents

Total number of respondents



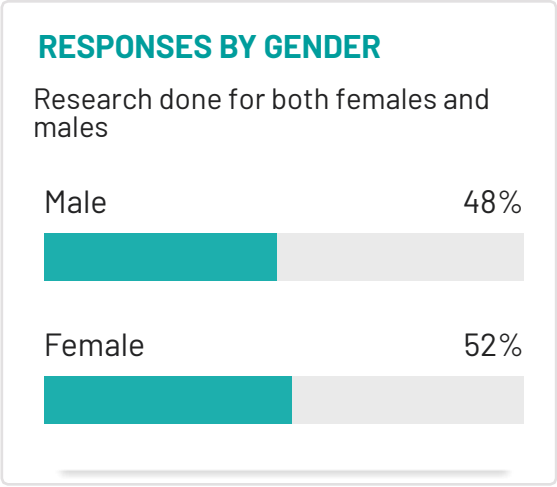
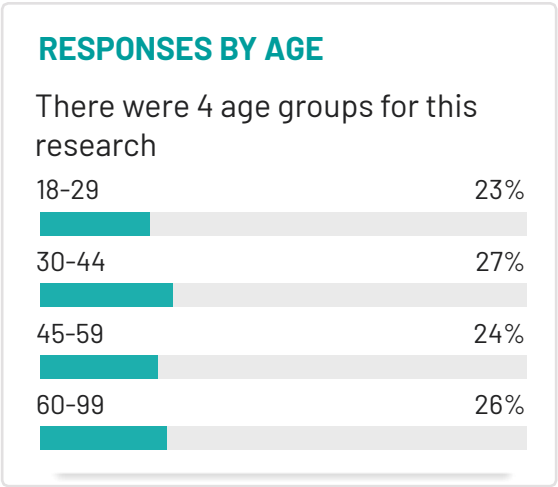
3 days 15 hours

Delivery time for the study

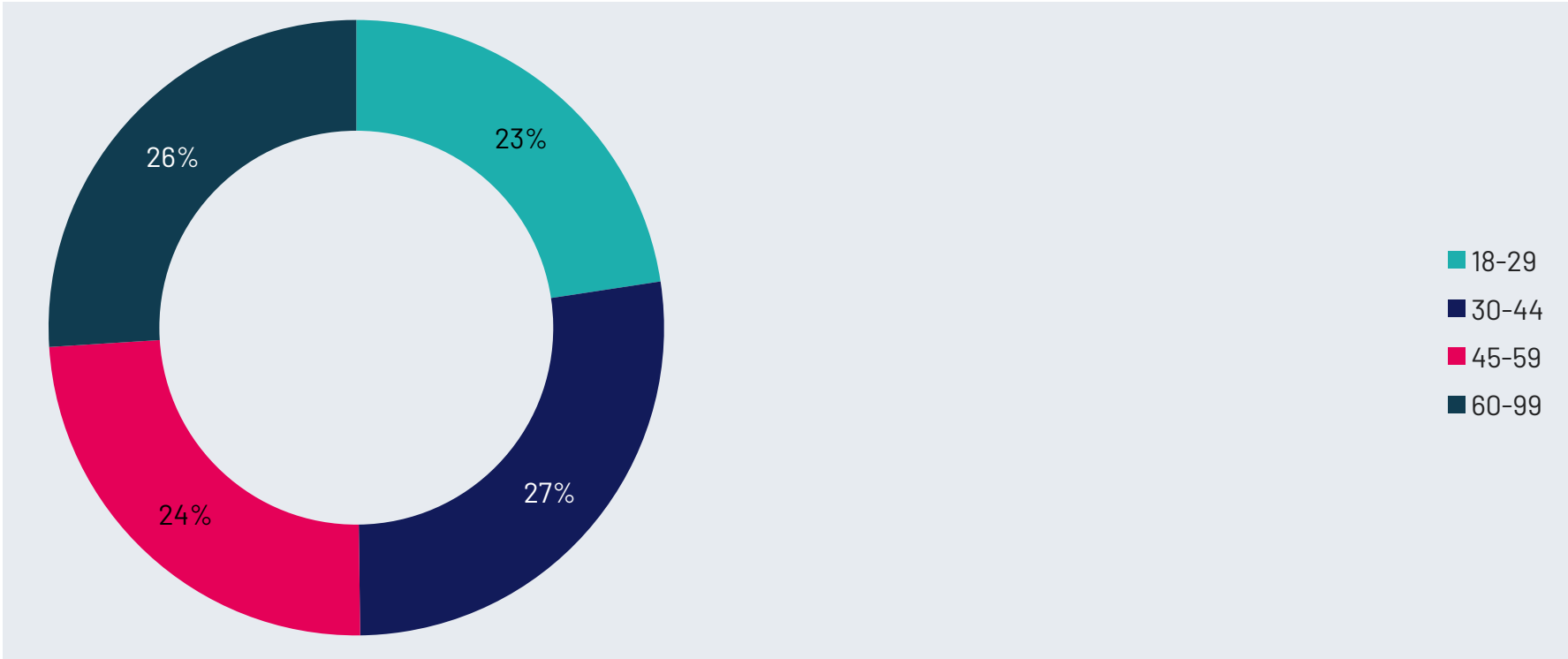


28 questions

Total test questions

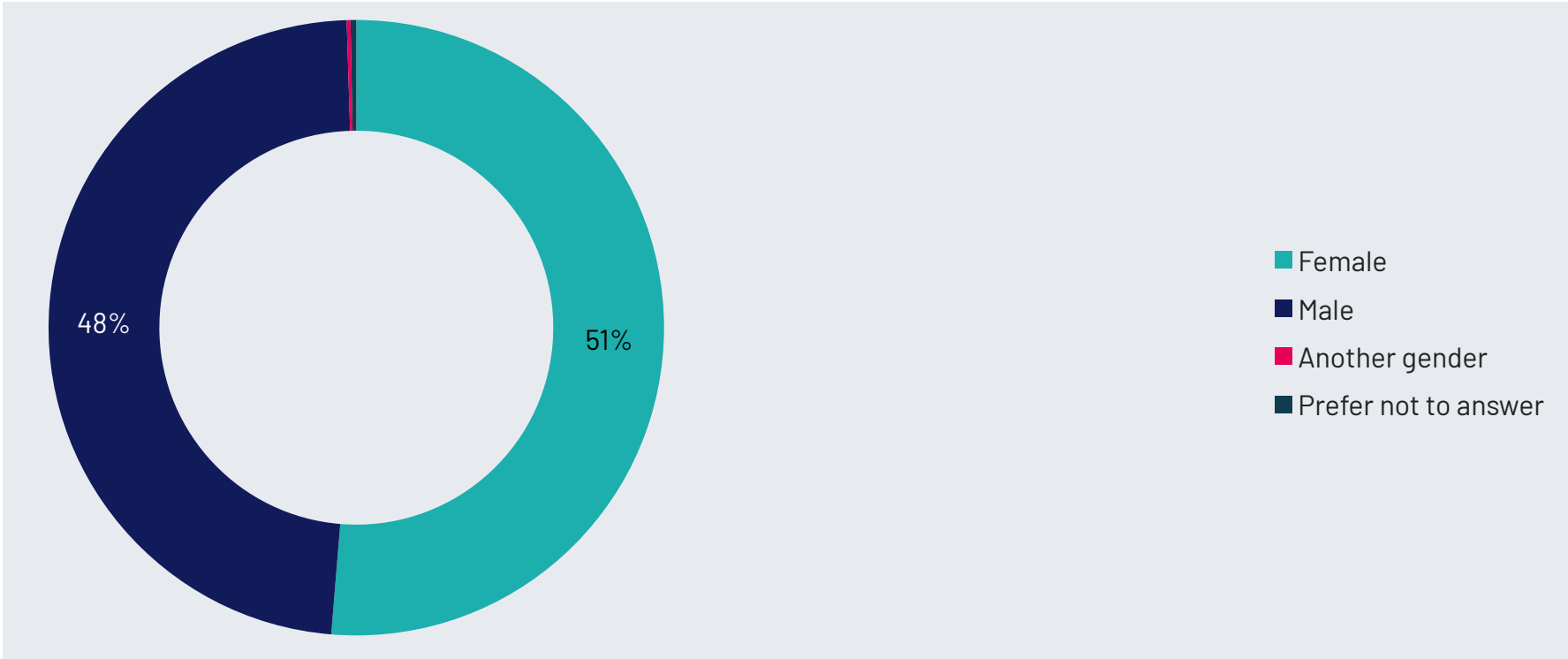


Age bands



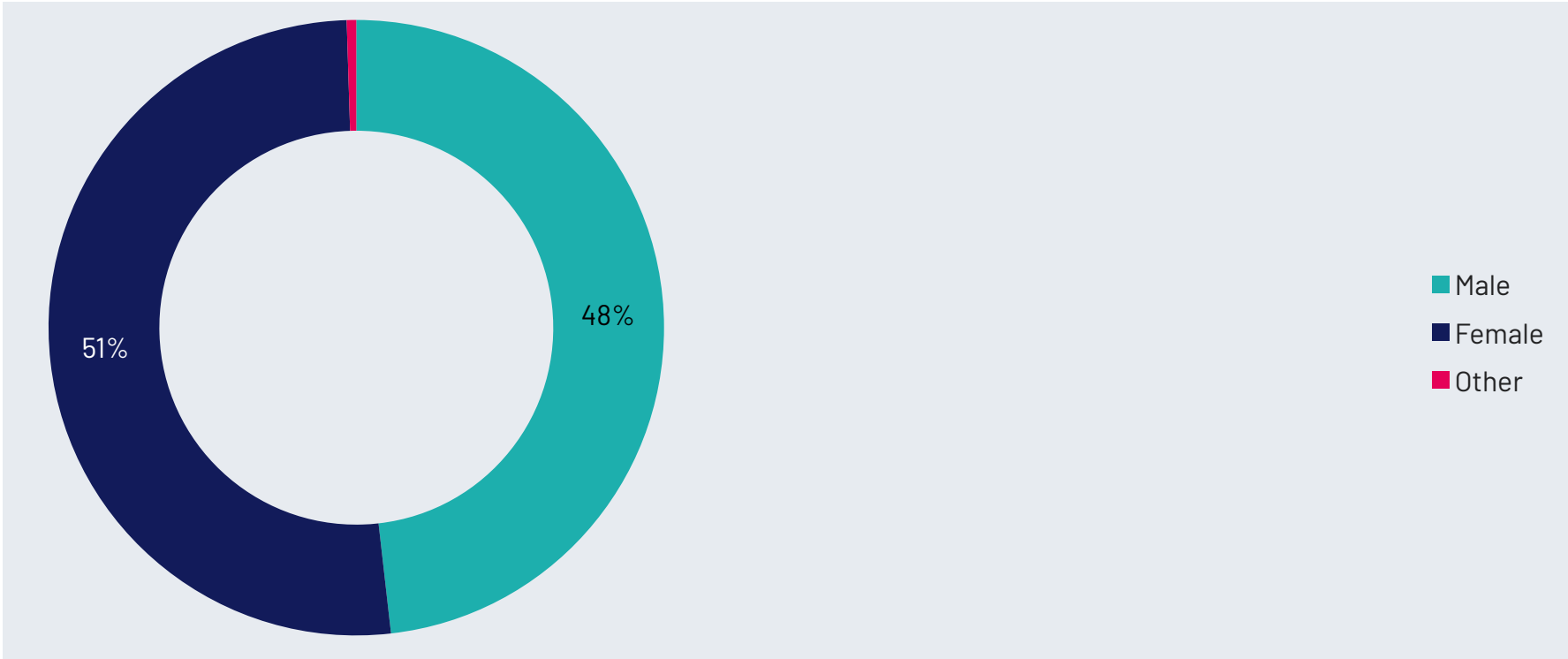
Base=1000

Gender diversity



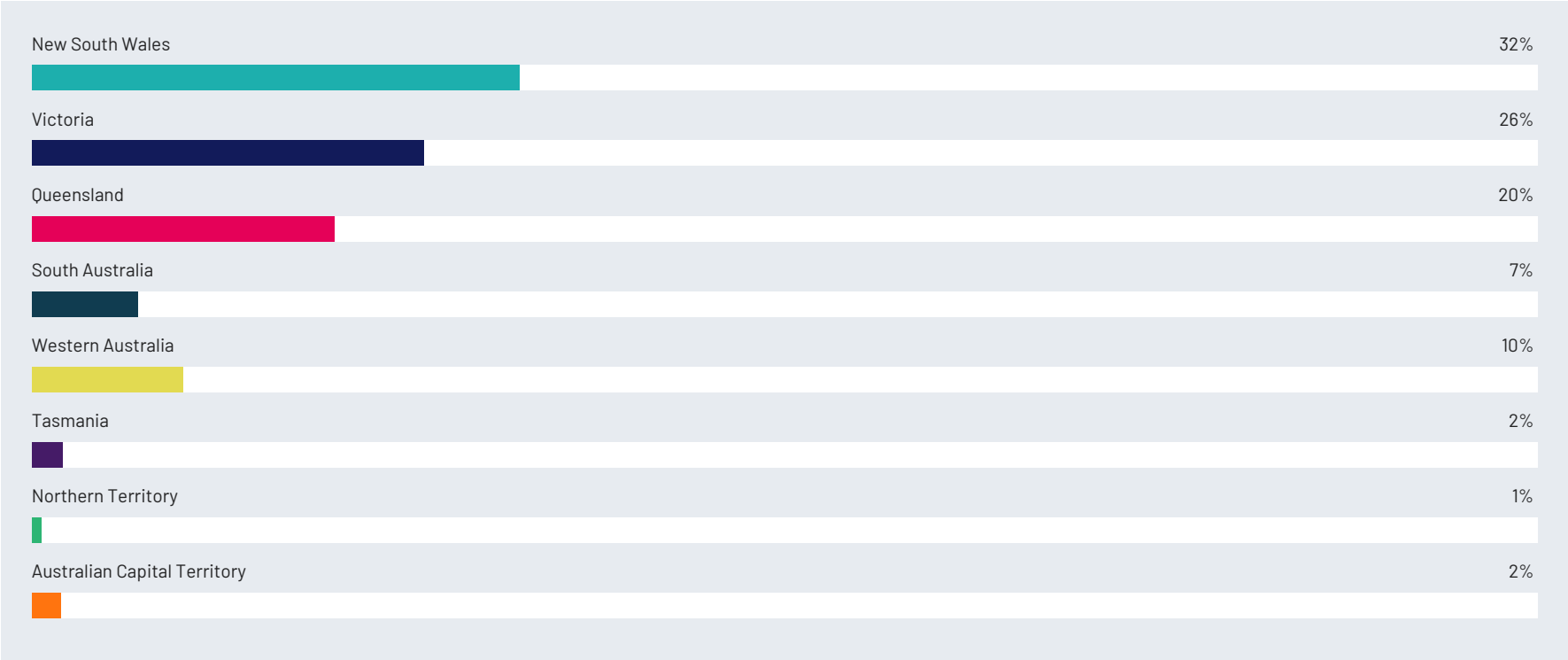
Base=1000

Gender diversity grouped



Base=1000

Region



Base=1000

Where do you live?



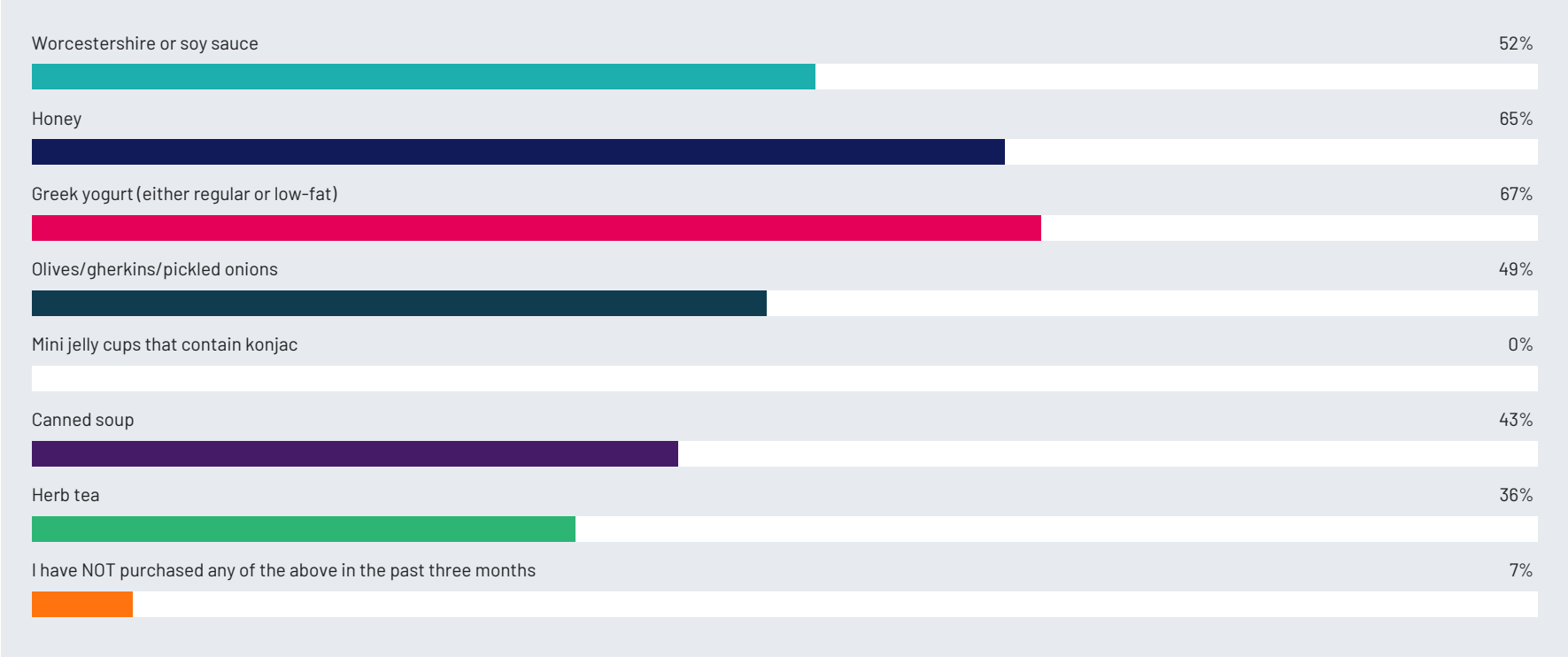
Base=1000

Two of the numbers that are listed below add up to 500. Is this: true or false? 200, 7, 65, 300, 14, 9. (Please select one answer)



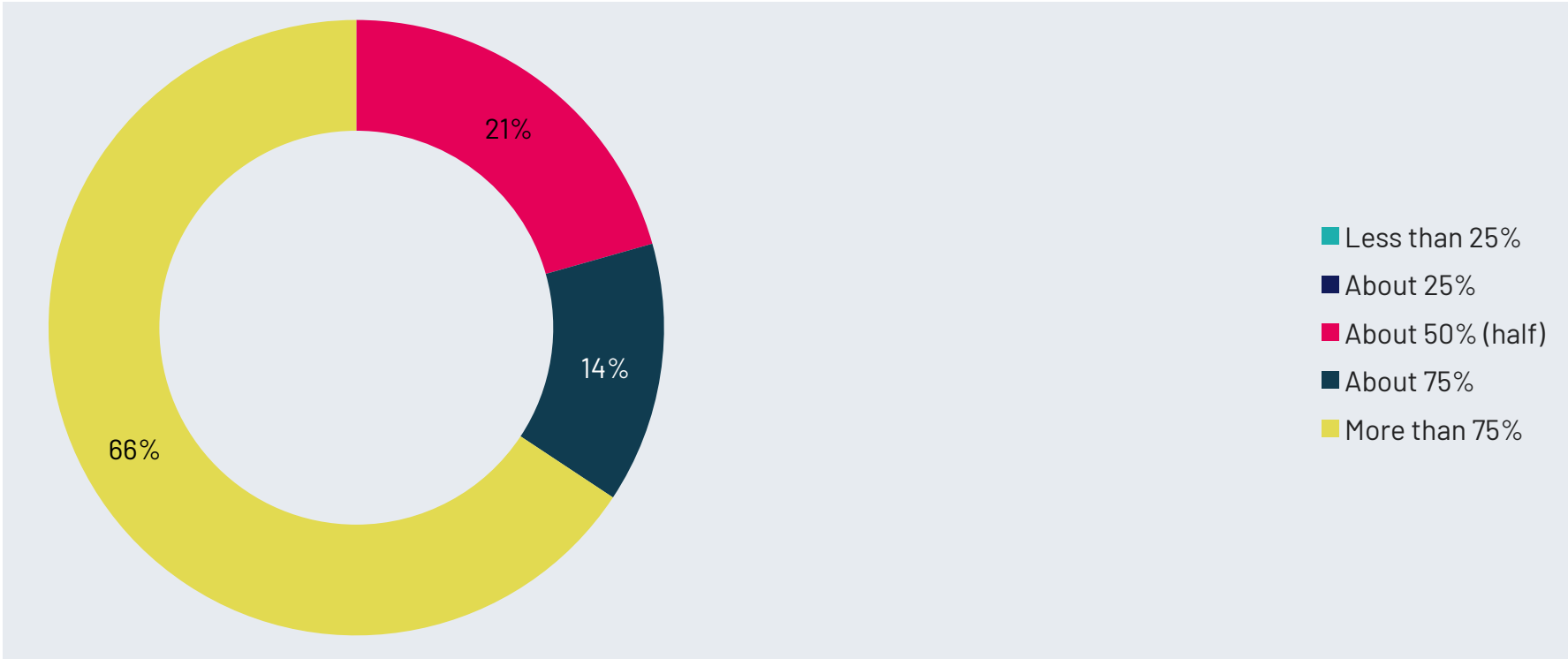
Base=1000

May we ask if you have purchased any of the following grocery items within the past three months? (Please select all that apply)



Base=1000

On average, how much of your household's groceries do you purchase?



Base=1000

Have you purchased eggs in the past three months?



Base=1000

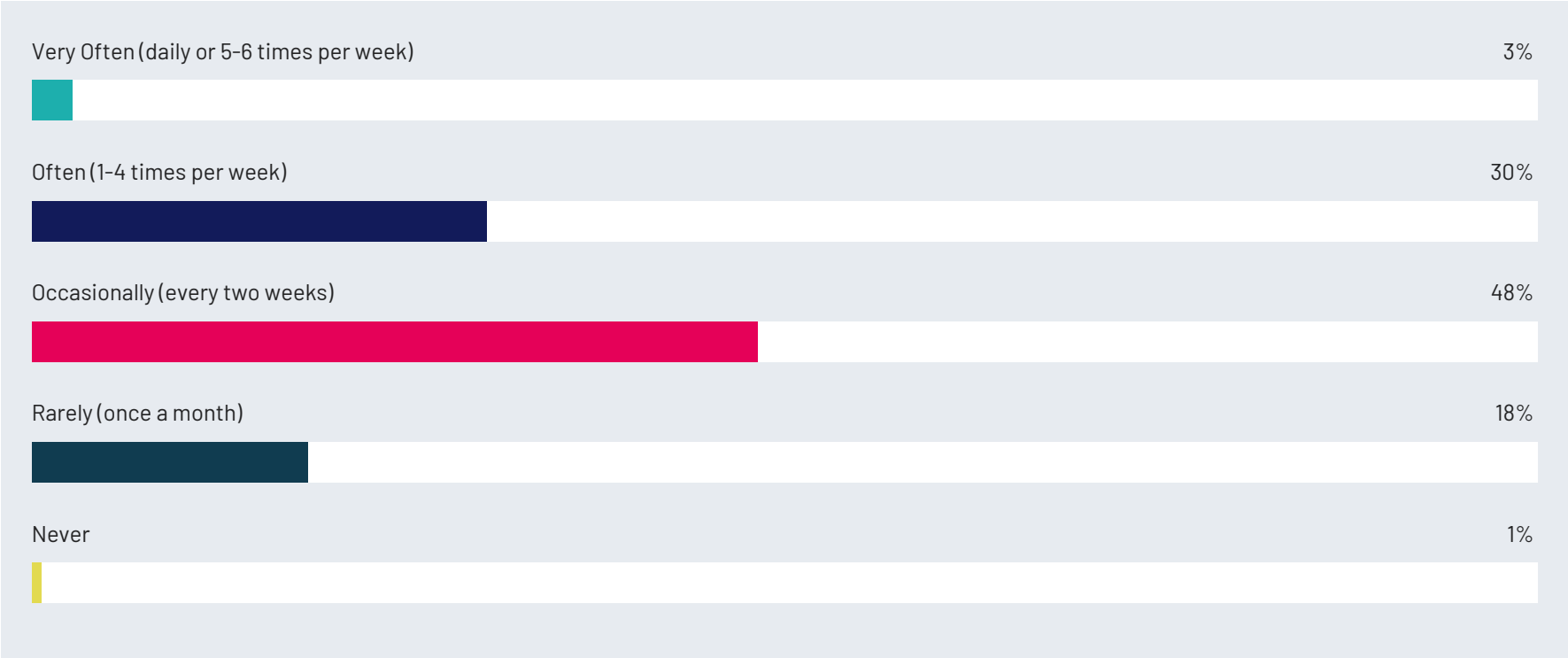
If you had the option to buy eggs that highly prioritize animal welfare and sustainability, would you have purchased them in the past three months?



Base=24

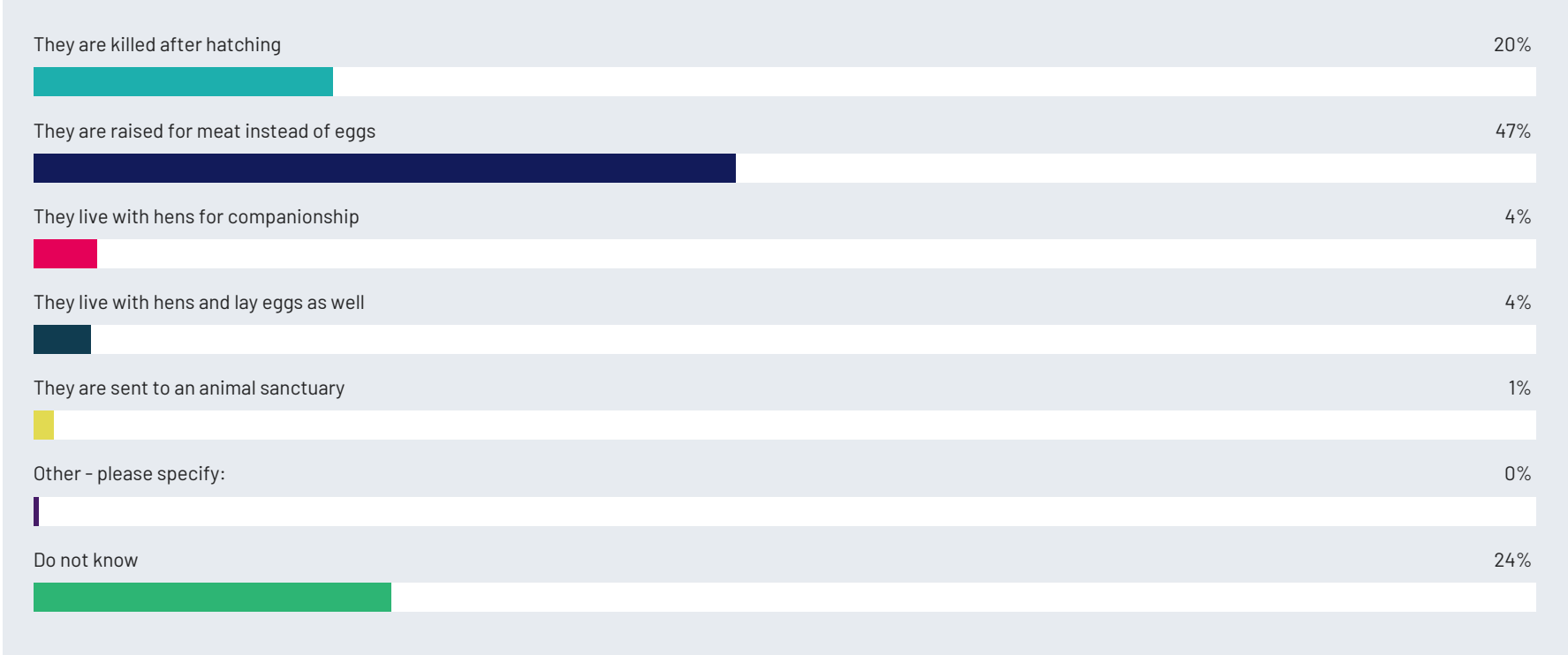
Note: base is under 30

On average, how often do you purchase eggs?



Base=1000

The eggs that consumers eat were produced by a female hen on a farm. For every hen that is hatched to lay the eggs we eat, a male chick is also hatched. What do you think happens to these male chicks?



Base=1000

Other. Please specify in comment box

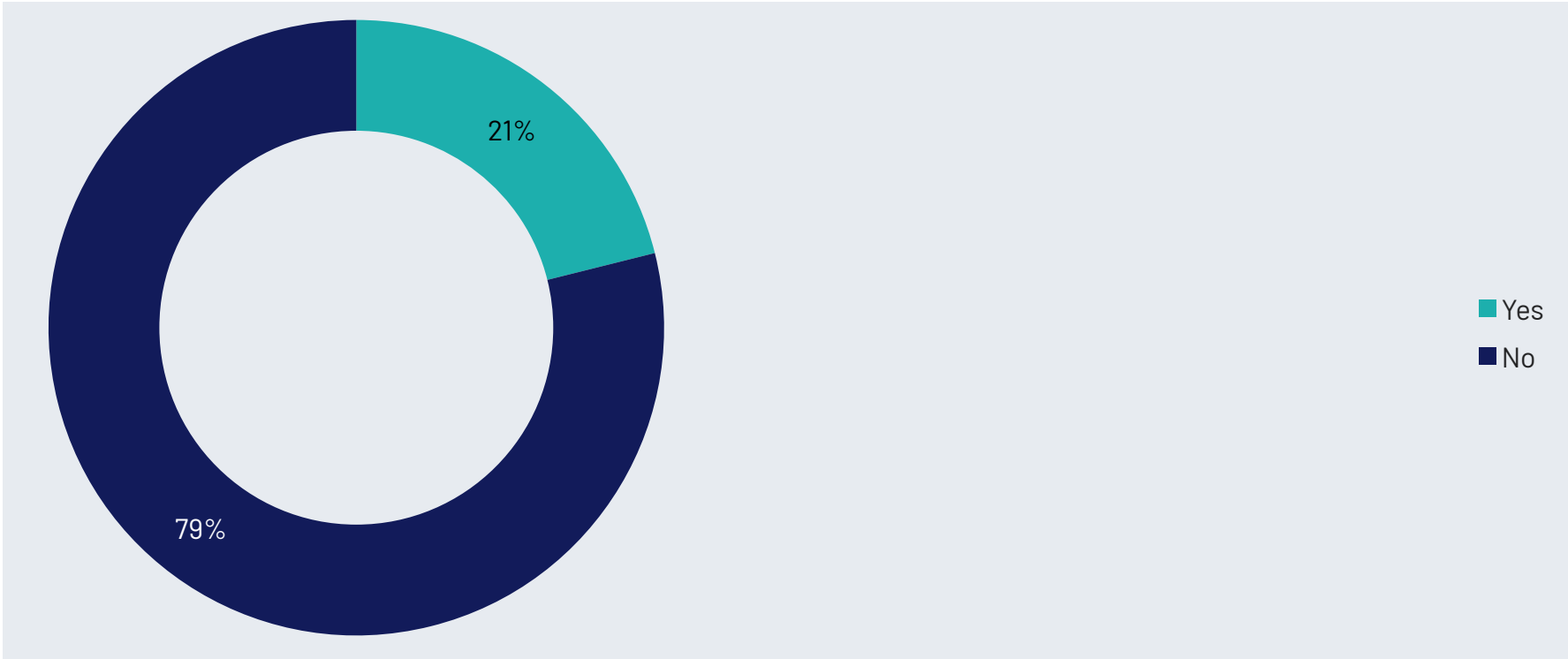


eggs	100%
chicks	67%
fertilise	67%
new	67%
companionship	33%
cooking	33%
egg	33%
food	33%
Killed	33%
lay	33%

Base=3

Note: base is under 30

Prior to taking this survey, were you aware that most male chicks in the egg industry are killed immediately after they hatch?



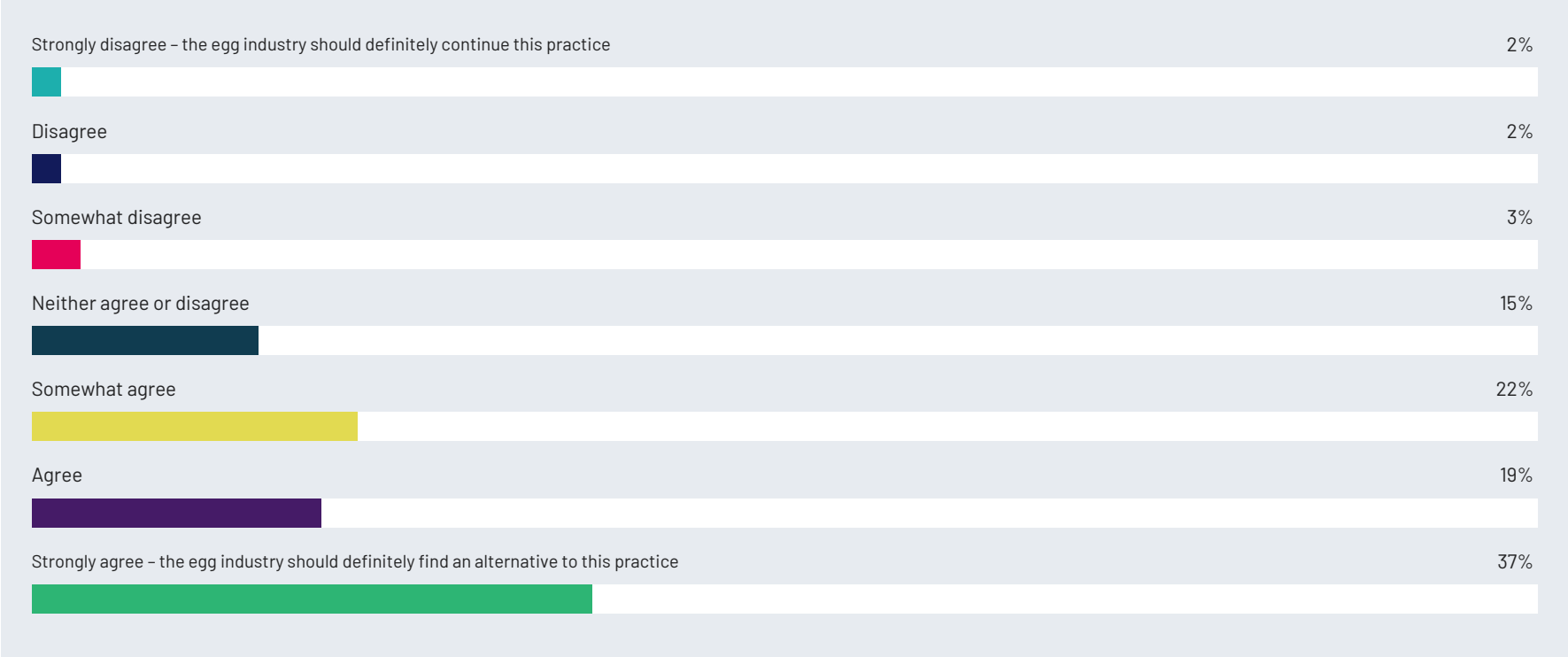
Base=1000

How comfortable or uncomfortable do you feel about the egg industry’s practice of killing male chicks immediately after they hatch?



Base=1000

Do you agree or disagree that the egg industry should find an alternative to the practice of killing male chicks immediately after they hatch?



Base=1000

Prior to taking this survey, were you aware that in-ovo egg sexing could be used to remove male eggs prior to hatching, instead of killing the chicks once they're born?



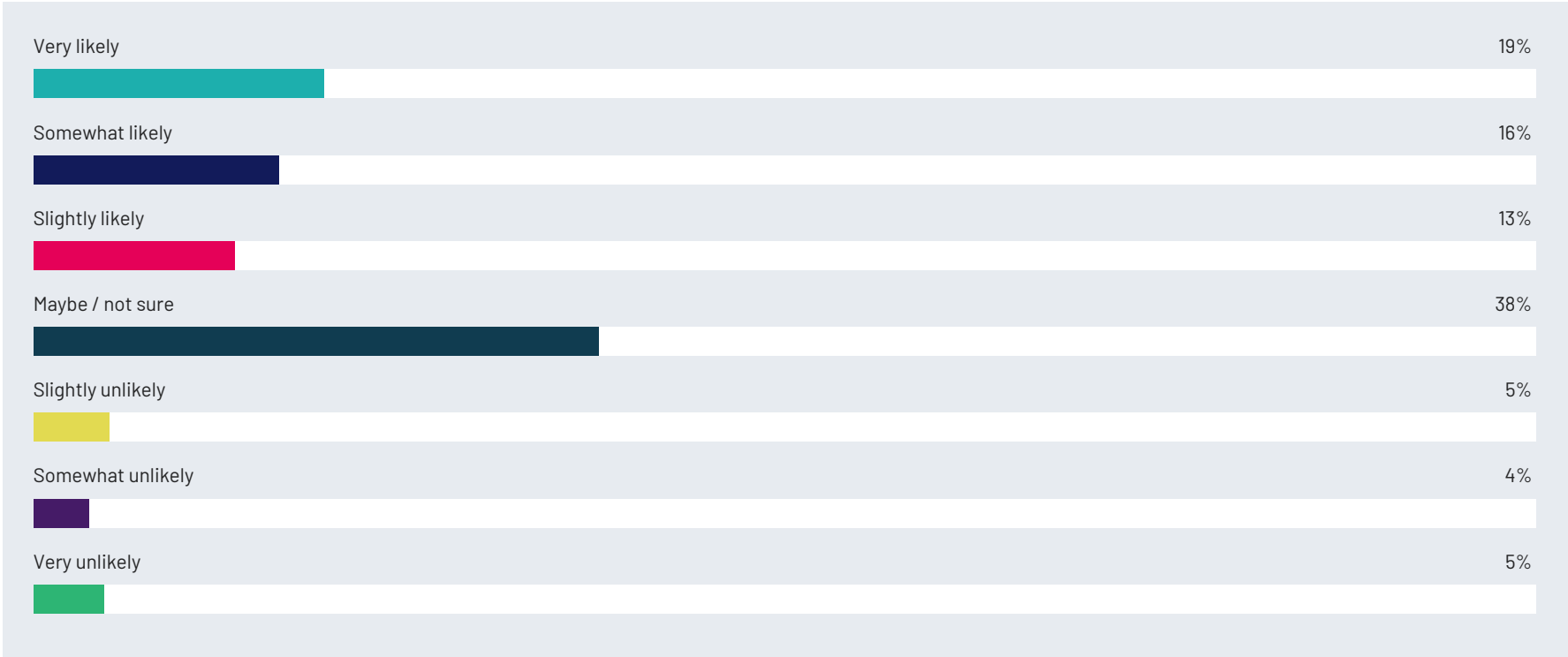
Base=1000

Do you agree or disagree that the egg industry should adopt in-ovo egg sexing to remove male eggs prior to hatching, instead of killing the chicks once they're born?



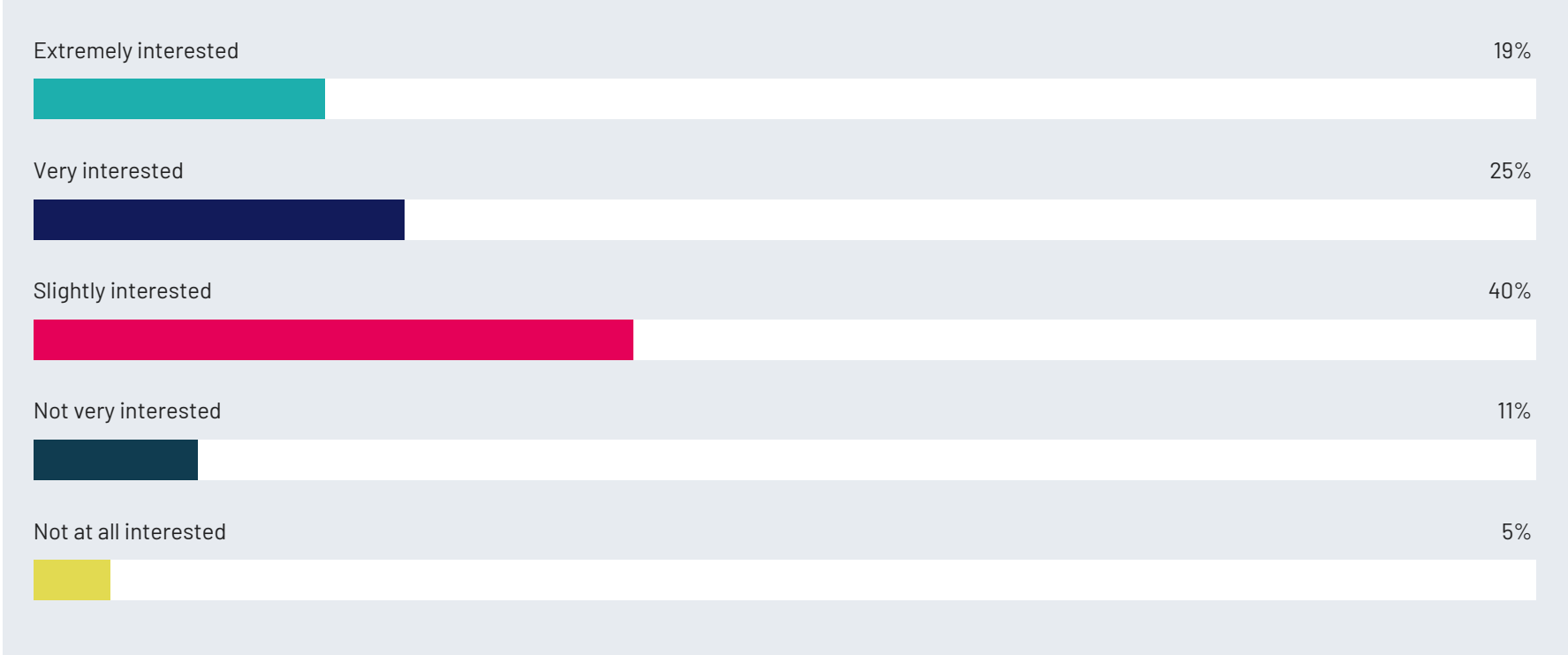
Base=1000

If your regular egg brand did NOT offer eggs produced with in-ovo sexing technology, but a competing brand DID offer them, how likely would you be to switch brands?



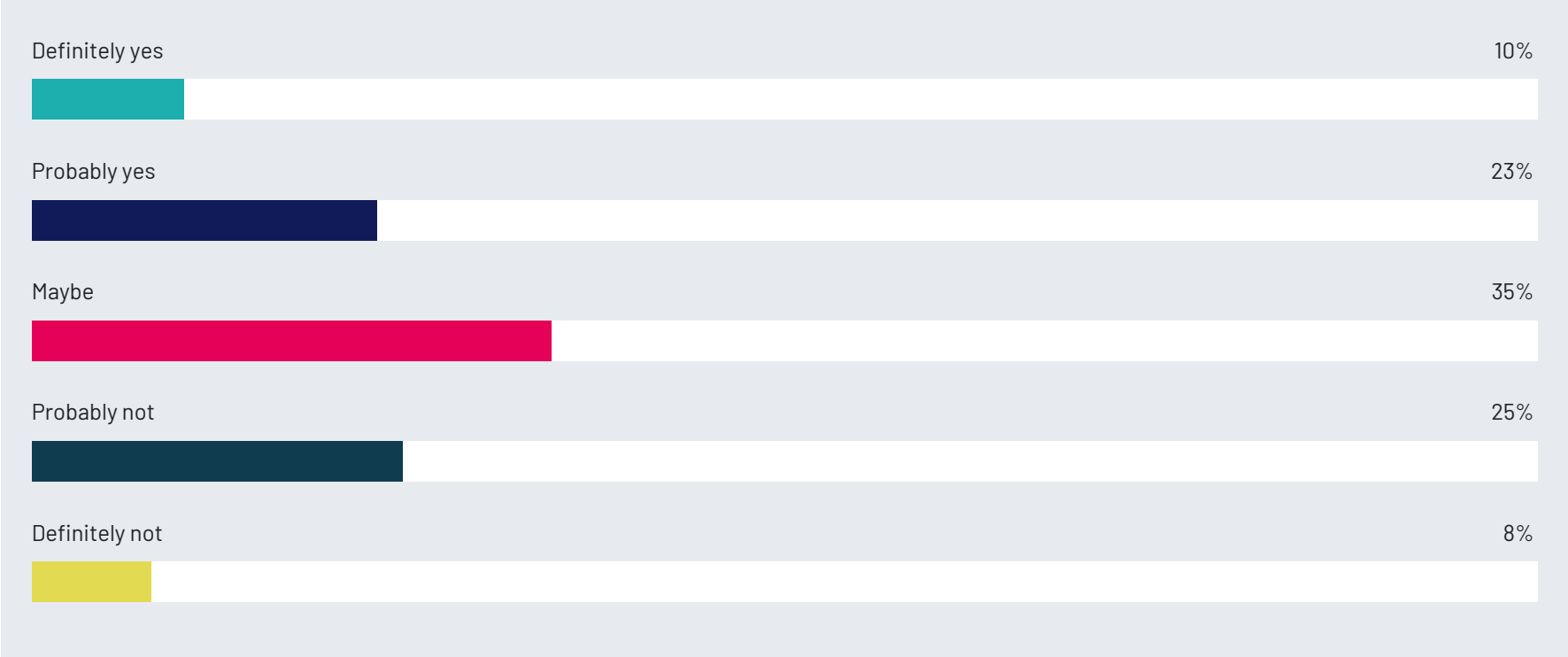
Base=1000

If eggs using this new technology (in-ovo egg sexing) were available from your preferred grocery store, how interested would you be in buying them?



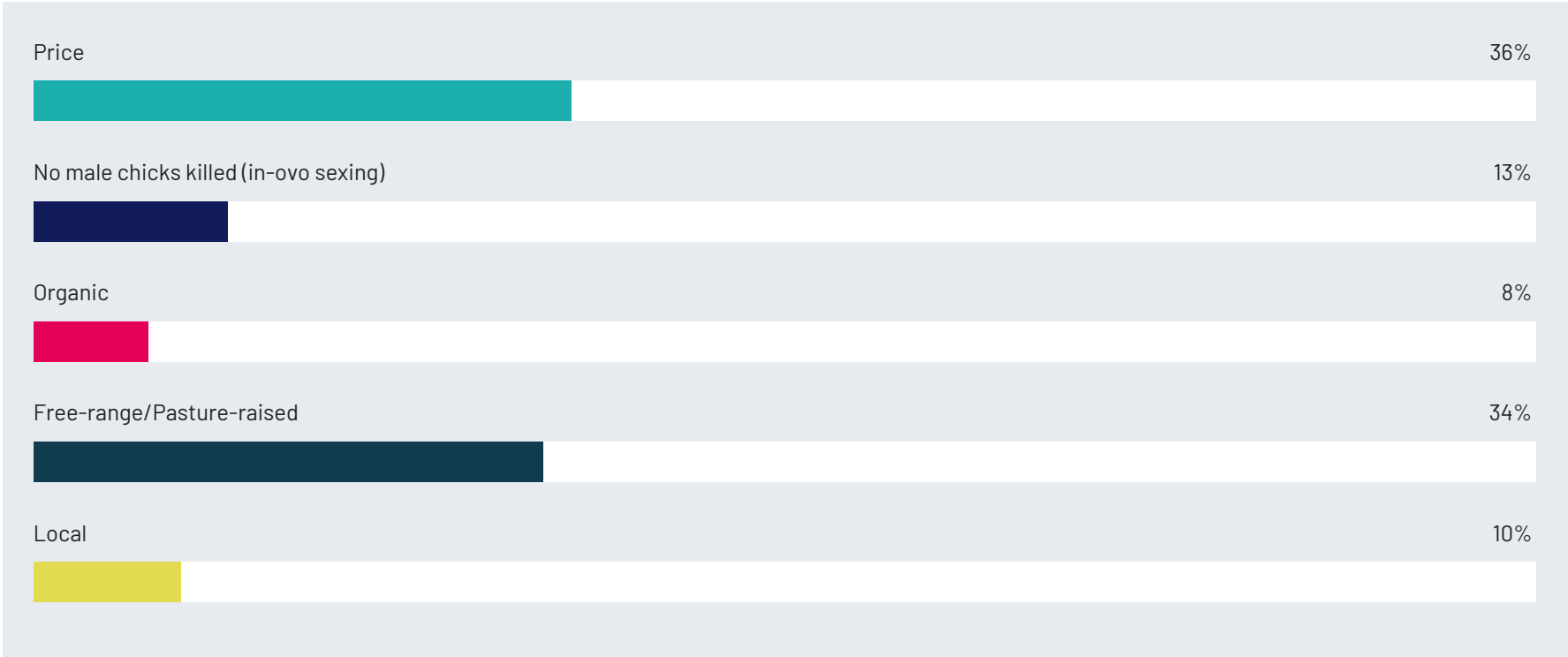
Base=1000

Would you consider shopping at a different grocery store if it offered eggs produced with in-ovo sexing, and your current store didn't?



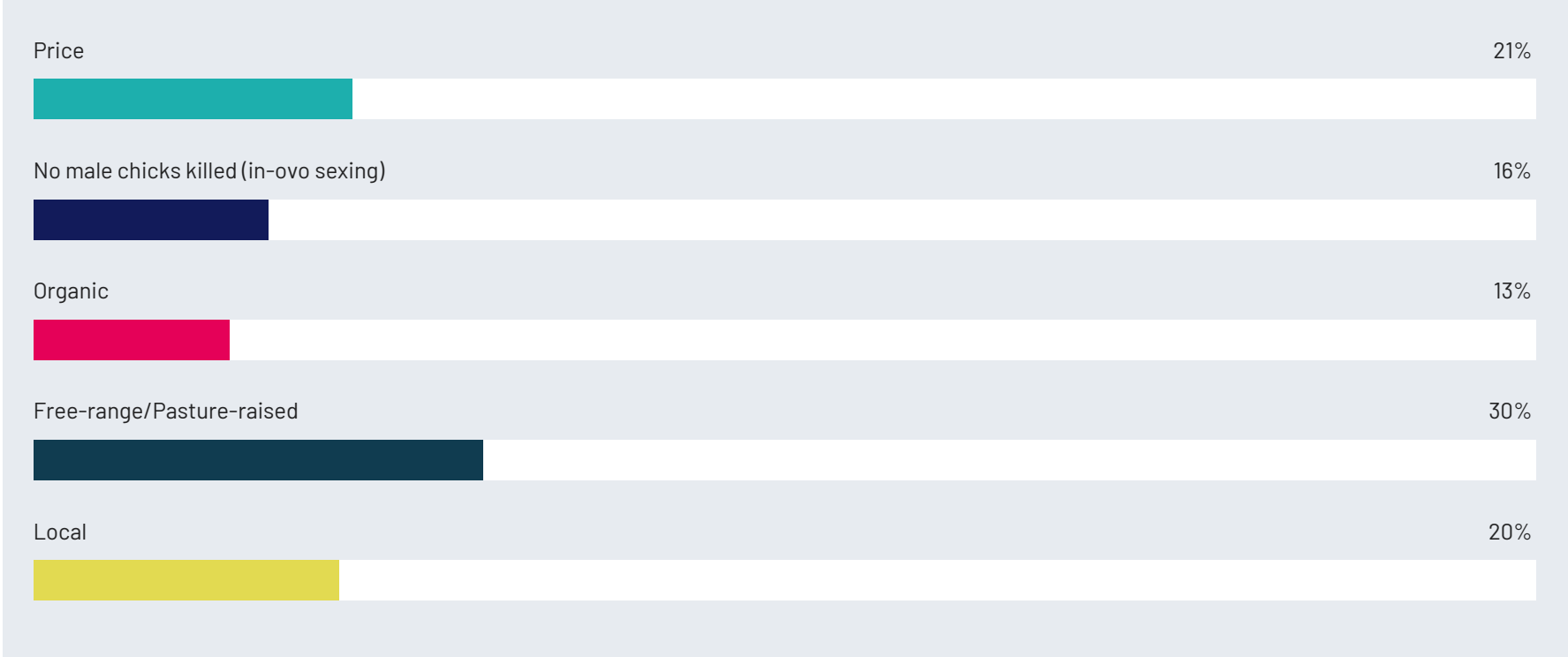
Base=1000

Please rank the following egg attributes from most to least important when making a purchase decision. A ranking of 1 = "Most important", through to the lowest ranking of 5 = "Least important". - 1ST CHOICE



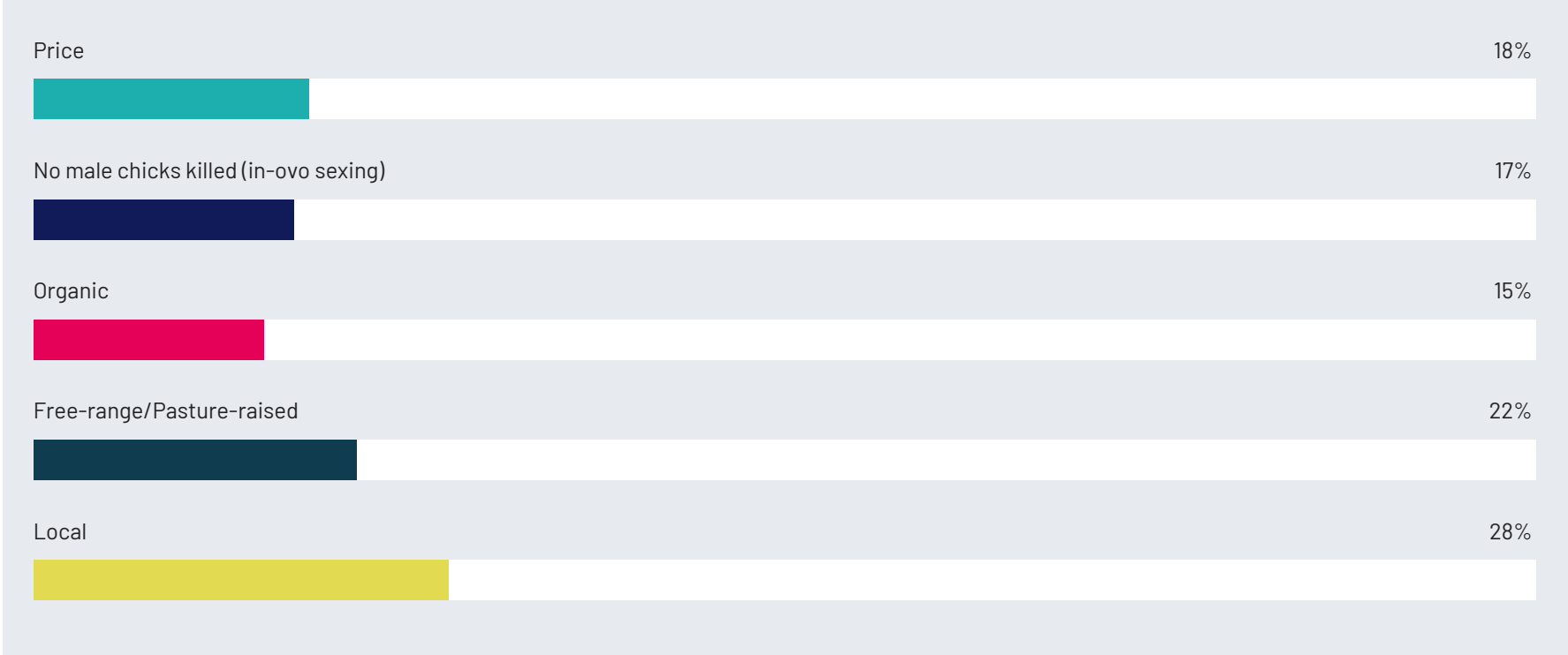
Base=1000

Please rank the following egg attributes from most to least important when making a purchase decision. A ranking of 1 = "Most important", through to the lowest ranking of 5 = "Least important". - 2ND CHOICE



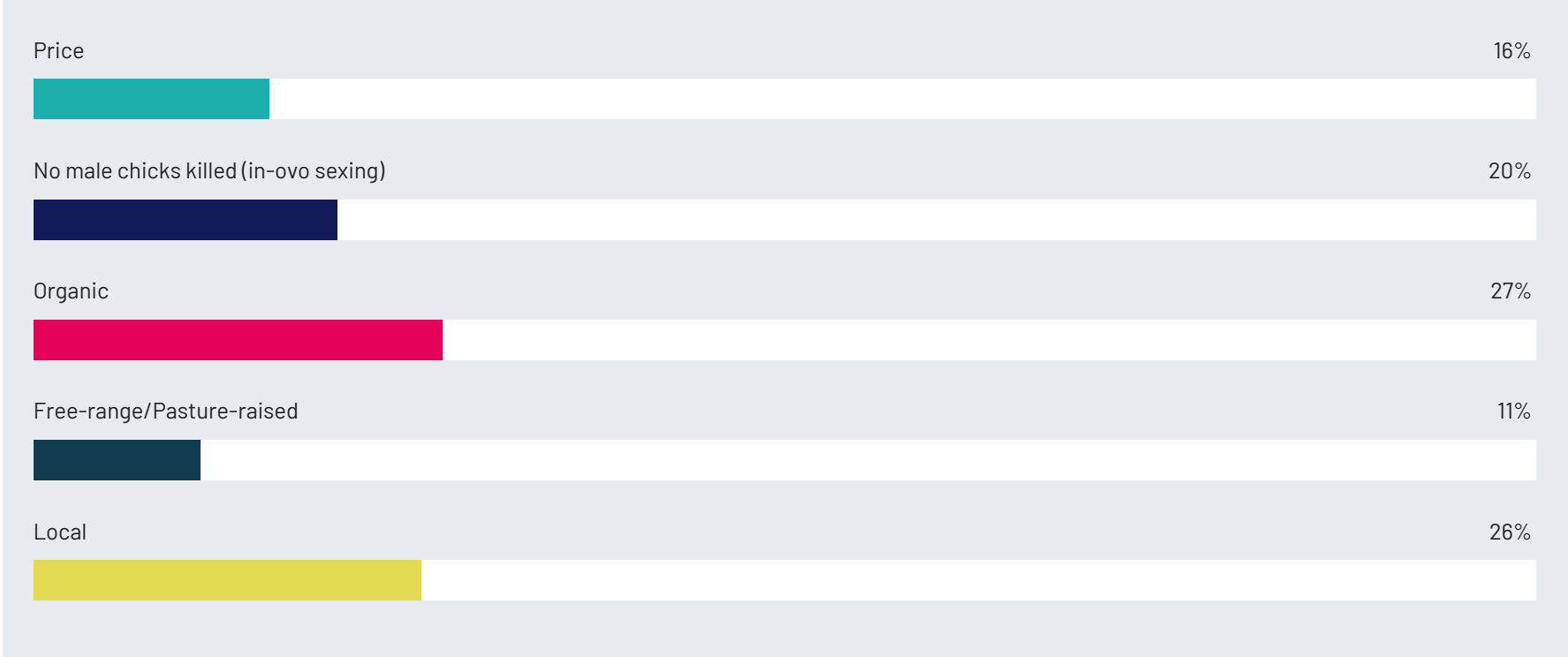
Base=1000

Please rank the following egg attributes from most to least important when making a purchase decision. A ranking of 1 = "Most important", through to the lowest ranking of 5 = "Least important". - 3RD CHOICE



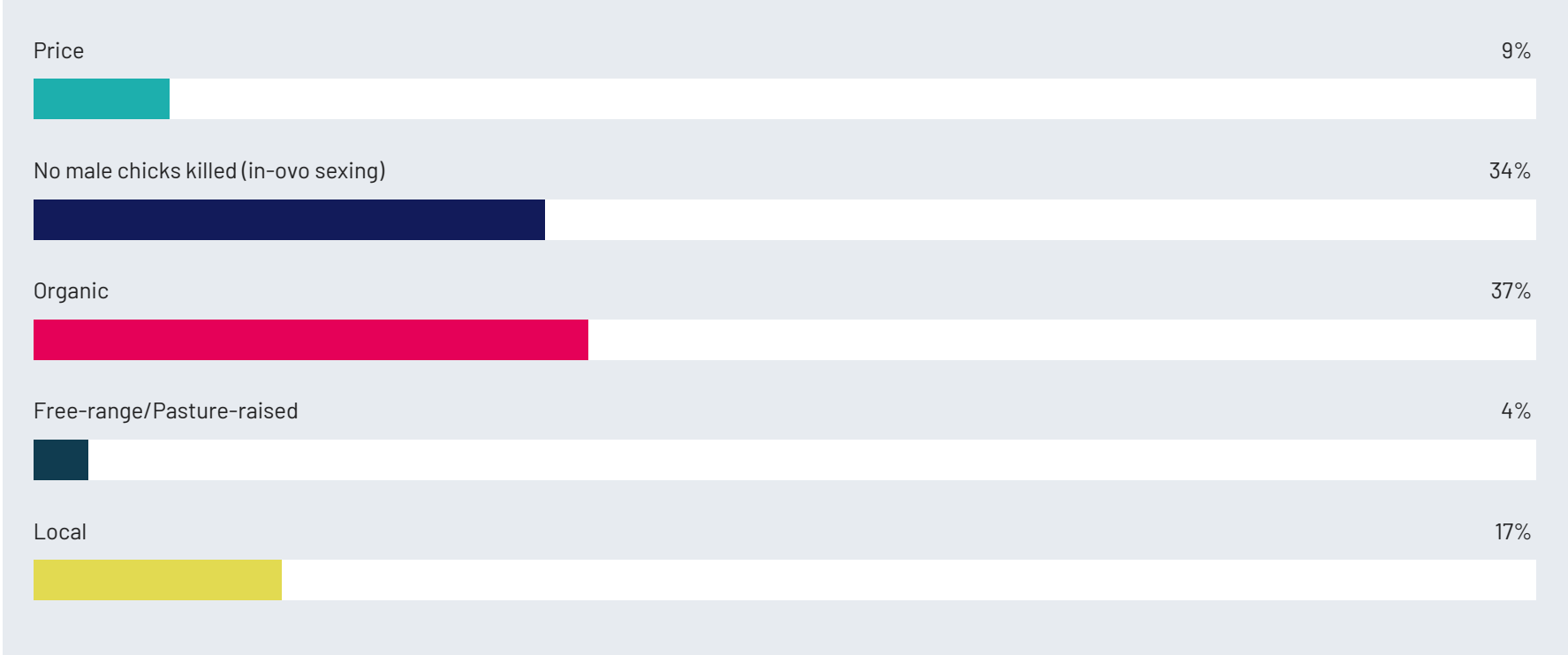
Base=1000

Please rank the following egg attributes from most to least important when making a purchase decision. A ranking of 1 = "Most important", through to the lowest ranking of 5 = "Least important". - 4TH CHOICE



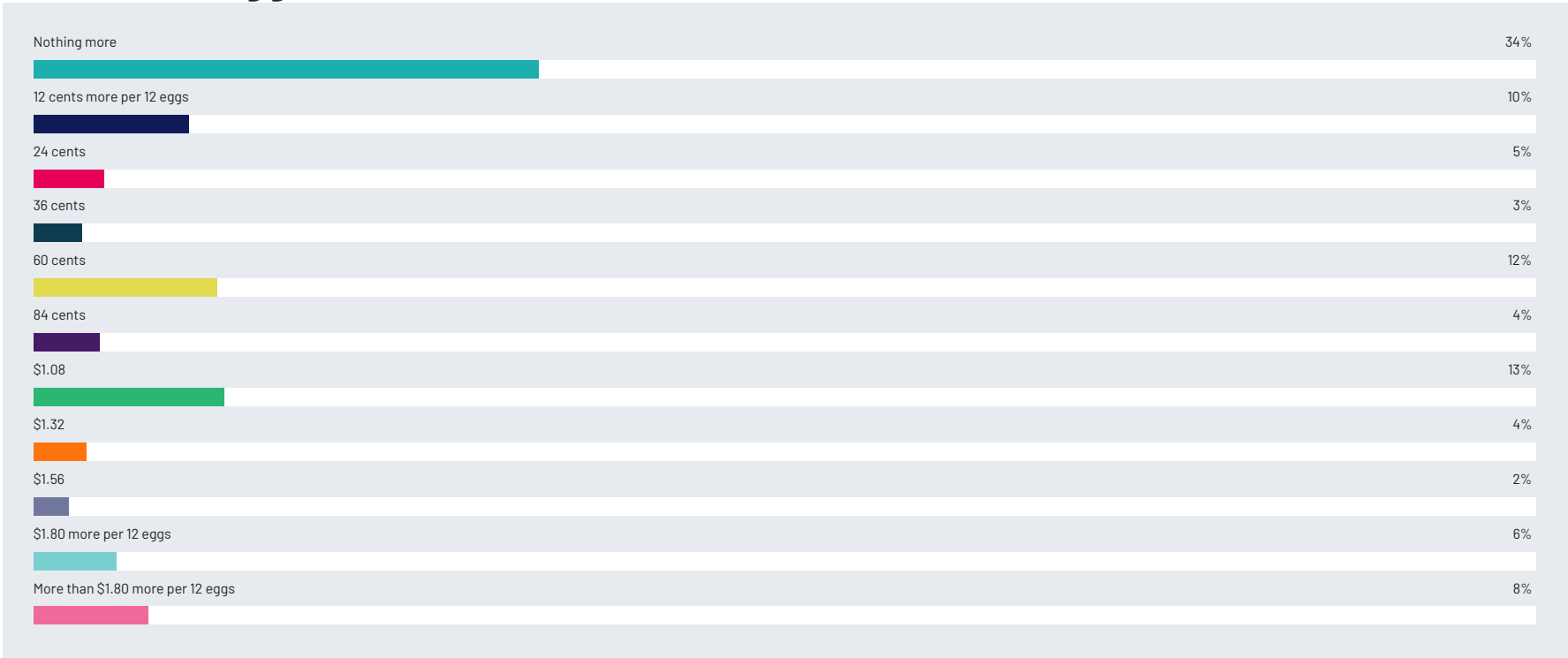
Base=1000

Please rank the following egg attributes from most to least important when making a purchase decision. A ranking of 1 = "Most important", through to the lowest ranking of 5 = "Least important". - 5TH CHOICE



Base=1000

How much more would you be willing to pay for a carton of 12 eggs (large brown) if no male chicks were killed, due to the use of in-ovo egg sexing technology? Select the highest amount you would be willing to pay (in addition to what you already pay for a dozen eggs).



Base=1000

How important to you are each of the following aspects of in-ovo egg sexing?

Better animal welfare from not having to kill male chicks



Better sustainability from decreased resource usage



Innovation in the egg industry



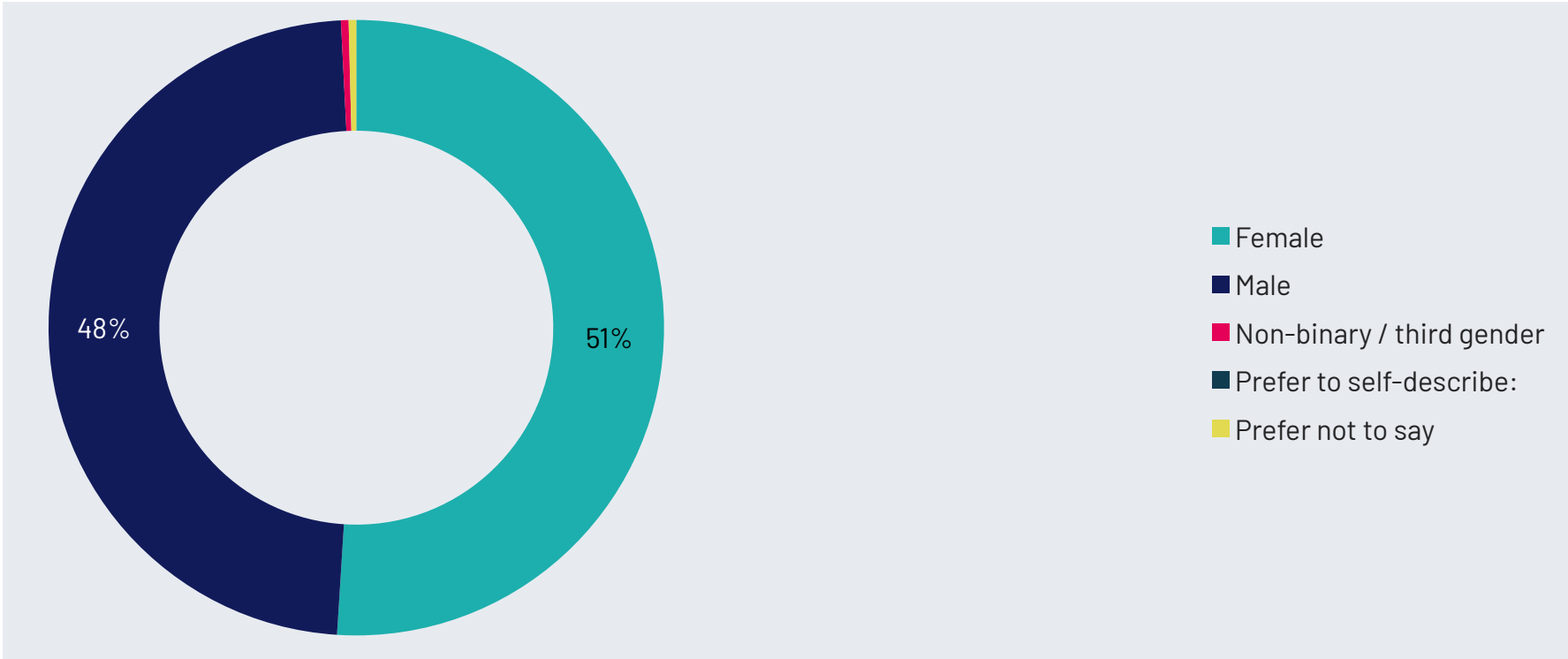
Possibility of being cheaper for producers in the long term



- Very Important
- Somewhat Important
- Not Very Important
- Not At All Important

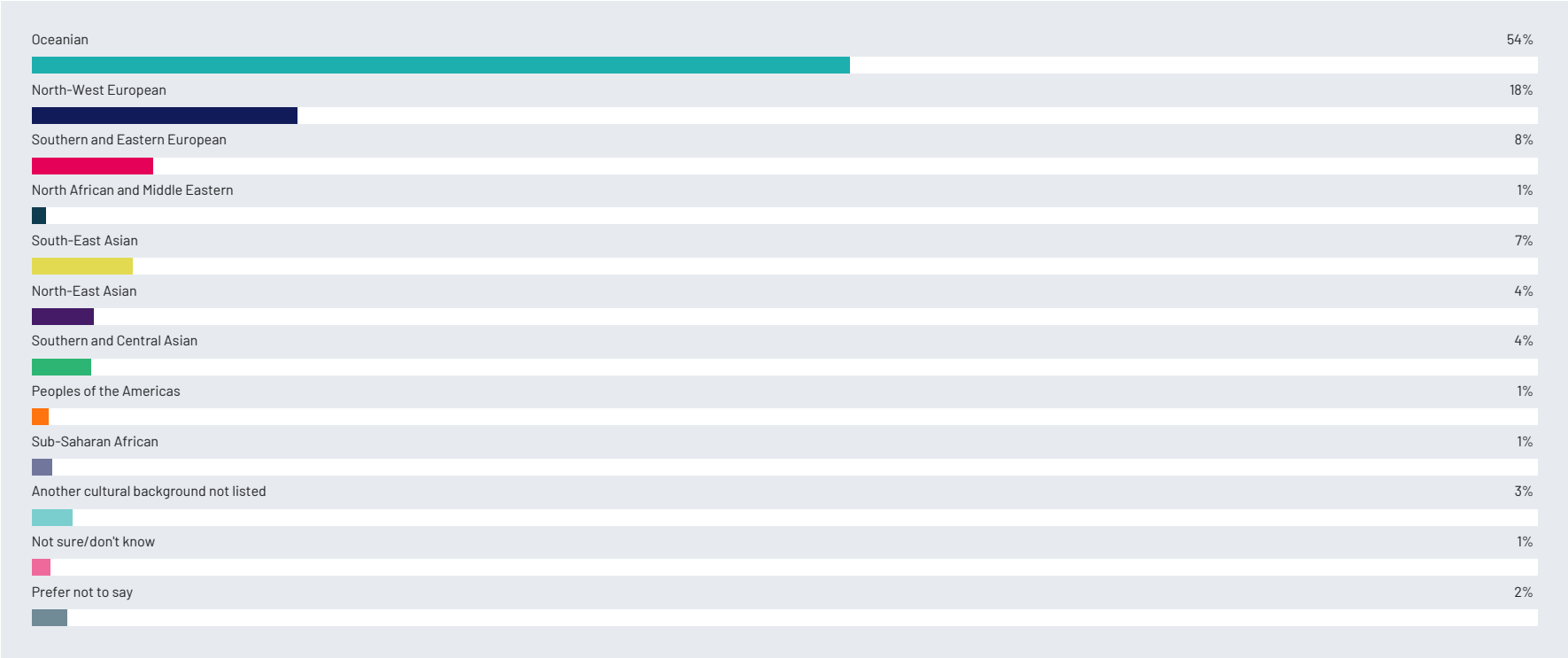
Base=1000

What is your gender?



Base=1000

What is your cultural background?



Base=1000

What is the highest level of education you have completed?



Base=1000

Before taxes, what is your total household income going to be for this entire year (2025)? Please give your best estimate.



Base=1000