



HONG KONG CONSUMER SURVEY REPORT FOR CAGE-FREE EGG

CONTACT

email: info@leverfoundation.org





Cage-Free Eggs Consumer Attitude Survey

In February of 2024 Tokyo-based [GMO Research](#), one of the world's ten largest consumer research agencies, with 55 million online consumer panelists across 16 APAC countries and markets, conducted a public opinion survey regarding Hong Kong consumer attitudes on cage-free eggs.

The results of the survey are summarized below.

Questionnaire Sample

The number of valid questionnaire samples is 211. Women made up 49% of the sample and 51% were men; ages ranged from 18 to over 50.

Consumer Awareness and Attitude

In terms of awareness, only a small portion of the respondents said that they did not know at all about the concept of cage-free eggs (24%) before the interview. In addition, a majority of respondents have purchased cage-free eggs in the past with 54% occasionally opting for cage-free eggs and 12% often opting for cage-free eggs. This shows that cage-free eggs are not a new concept in Hong Kong.

The survey found that 87% of consumers agreed with the statement "Hens that produce eggs should not be kept in cages; they should have the freedom to walk and move around." A large majority of consumers believe that businesses should use cage-free eggs across the board with 89% agreeing that restaurants, supermarkets, packaged food companies, and similar enterprises should source their eggs and meat from a supply chain that adheres to humane standards for animal treatment.

Of the advantages of cage-free eggs compared to caged eggs, respondents valued animal welfare the most (45%). The higher quality of cage-free eggs was the next most valued advantage (37%), followed by improved safety (10%) and then the sustainability of the production of cage-free eggs (9%).

Consumer attitudes toward the use of cage-free eggs by businesses

With regard to businesses, the survey found that 86% of consumers believed eggs sourced by restaurants, supermarkets, packaged foods companies and similar should come from hens living in cage-free environments. 74% said they were more inclined to patronize a food brand that sourced only cage-free eggs.

Willingness to consume

83% believe that cage-free eggs have food safety and quality advantages and are therefore willing to pay a higher price for them. The price tolerance of most respondents is about a 10-25% increase in supermarkets (78%) and a 5-10% increase in restaurant meals or packaged food products that contain eggs (72%).

These tolerances are within the range of actual cost increases generated by a shift to cage-free eggs. For restaurants and packaged foods brands, using a cage-free egg in place of a conventional egg in a meal or product that contains egg typically increases the total cost of producing the meal or product (including all ingredient costs, labor, and similar) by under 1% in the case of restaurants and often well under 1% in the case of packaged foods. For supermarkets, the wholesale price difference between low-cost cage-free eggs and caged eggs in many markets in Asia is at or under 25%, and in all markets that cost difference will continue to narrow as cage-free egg production increases.

Statistics

1. Prior to receiving this questionnaire, how well did you know about cage-free eggs? [Single-choice question]

Answer options	Subtotal	Percentage
A. Very well	71	 33.6%
B. Moderately well	89	 42.2%
C. Don't know at all	51	 24.2%
Number of valid entries for this question	211	

2. Do you agree that eggs sourced by restaurants, supermarkets, packaged food companies, etc., should come from hens that live in cage-free environment? [Single-choice question]

Answer options	Subtotal	Percentage
A. Yes	184	 86.4%
B. No	29	 13.6%
Number of valid entries for this question	213	

3. Are you more inclined to patronize a food brand (including restaurants, supermarkets, packaged foods) that only uses cage-free eggs? [Single-choice question]

Answer options	Subtotal	Percentage
A. Yes	161	 73.5%
B. No	58	 26.5%
Number of valid entries for this question	219	

4. If cage-free eggs in a supermarket are slightly more expensive than traditional caged eggs, how much of a price increase would you be willing to pay for cage-free eggs? [Single-choice question]

Answer options	Subtotal	Percentage
A. 10%	116	 55.0%
B. 25%	49	 23.2%
C. 40%	11	 5.2%
D. I would not spend more on cage-free eggs	35	 16.6%
Number of valid entries for this question	211	

5. If a dish made with cage-free eggs is slightly more expensive than a dish made with traditional caged eggs in a restaurant, how much of a price increase would you be willing to pay for that dish? [Single-choice question]

Answer options	Subtotal	Percentage
A. 5%	71	 33.65%
B. 10%	80	 37.91%
C. 20%	22	 10.43%
D. I would not spend more on a dish made with cage-free eggs	38	 18.01%
Number of valid entries for this question	211	

6. When you purchase eggs at the supermarket, how often do you choose cage-free eggs (sometimes they are called free-range eggs)? [Single-choice question]

Answer options	Subtotal	Percentage
A. Often	25	 11.8%
B. Sometimes	113	 53.6%
C. Rarely	55	 26.1%
D. Never	18	 8.5%
Number of valid entries for this question	211	

7. Do you agree with the statement: "Hens that produce eggs should not be kept in cages; they should have the freedom to walk and move around"? [Single-choice question]

Answer options	Subtotal	Percentage
A. Strongly agree	50	 23.7%
B. Somewhat agree	134	 63.5%
C. Somewhat disagree	24	 11.4%
D. Strongly disagree	3	 1.4%
Number of valid entries for this question	211	

8. Do you agree with the statement: "The advantages of cage-free eggs in terms of food safety and quality are worth spending a little extra money on?" [Single-choice question]

Answer options	Subtotal	Percentage
A. Strongly agree	35	 16.6%
B. Somewhat agree	140	 66.4%
C. Somewhat disagree	29	 13.7%
D. Strongly disagree	7	 3.3%
Number of valid entries for this question	211	



9. Of the advantages of cage-free eggs compared to caged eggs, which one do you value the most?
[Single-choice question]

Answer options	Subtotal	Percentage
A. Cage-free eggs are safer	20	 9.5%
B. Cage-free eggs are higher in quality	79	 37.4%
C. Cage-free hens experience better animal welfare	94	 44.5%
D. Cage-free egg production is more sustainable	18	 8.5%
Number of valid entries for this question	211	

10. Do you agree that restaurants, supermarkets, packaged food companies, and similar enterprises should source their eggs and meat from a supply chain that adheres to humane standards for animal treatment?
[Single-choice question]

Answer options	Subtotal	Percentage
A. Strongly agree	52	 24.6%
B. Somewhat agree	135	 64.0%
C. Somewhat disagree	17	 8.1%
D. Strongly disagree	7	 3.3%
Number of valid entries for this question	211	

11. Please tell us your age. [Single-choice question]

Answer options	Subtotal	Percentage
A. Under 18	0	 0.0%
B. 18-25	19	 9.0%
C. 26-30	34	 16.1%
D. 31-40	78	 37.0%
E. 41-50	60	 28.4%
F. Over 50	20	 9.5%
Number of valid entries for this question	211	

12. Please tell us your gender

Answer options	Subtotal	Percentage
A. Female	103	 48.8%
B. Male	108	 51.2%
Number of valid entries for this question	211	