

DATA FOR **PROGRESS**

From May 9 to 16, 2024, Data for Progress conducted a survey of 694 Ahold Delhaize customers using web panel respondents. The sample was weighted to be representative of adults by age, gender, education, race, geography, and vote registration status. The survey was conducted in English. The margin of error associated with the sample size is ± 3 percentage points. Results for subgroups of the sample are subject to increased margins of error. For more information please visit dataforprogress.org/our-methodology

NB: subgroups with a n-size less than 50 (<50) are not shown on these cross-tabs. We choose not to display N<50 subgroups because the sample is too small to have statistical significance. We did, however, take samples of these subgroups for representational and weighting purposes to accurately reflect the electorate makeup. Some values may not add up to 100 due to rounding.

N=694 unless otherwise specified.

[1] Please click on **all of the stores** where you have gotten groceries in the last six months. If you're unsure, please DO NOT click it.

Response	Topline	Female	Male	Under 45	45+	No College	College	Black or African American	White	Latino
Walmart	68	71	64	80	57	73	59	66	66	86
Target	43	47	38	57	31	37	52	32	41	65
Stop & Shop	42	44	40	43	42	36	52	42	40	63
Aldi	35	38	33	40	32	34	37	39	31	57
Amazon	32	35	29	42	25	28	40	23	32	36
Food Lion	31	32	30	32	31	34	27	36	30	37
Costco	27	27	26	33	21	21	37	28	24	30
Trader Joe's	26	26	25	30	22	17	39	13	26	24
Whole Foods	24	24	23	34	15	20	30	28	18	46
Giant Food	21	18	25	21	21	21	22	19	22	3
Sam's Club	21	20	22	27	16	19	24	21	20	33
Wegmans	15	15	14	23	8	9	23	15	13	14
Publix	13	10	16	15	12	12	14	19	12	10
Harris Teeter	11	13	8	13	9	10	12	13	9	12
Kroger	11	8	14	12	9	8	15	12	8	20
Hannaford	10	9	11	12	8	12	8	6	11	5
The GIANT Company	6	9	4	11	3	5	8	3	8	2
Other [please specify]	18	14	21	8	26	17	18	20	19	18
Weighted N	694	360	334	314	380	433	261	115	473	67

[2] When shopping for eggs at the grocery store, what are the **two most** important factors you consider when making your purchase?

Response	Topline	Female	Male	Under 45	45+	No College	College	Black or African American	White	Latino
Price	69	68	70	66	71	72	64	63	71	69
Appearance of the eggs	58	56	60	60	56	61	53	56	61	60
Whether the chickens producing the eggs were raised confined in cages or not	18	18	17	11	23	18	16	20	16	17
Whether the eggs and chickens are organic/non-GMO	17	15	19	21	13	13	23	28	12	17
Brand name	11	10	12	12	10	7	17	11	11	12
Where the eggs come from	11	11	11	11	11	10	13	10	10	12
Appearance of the packaging	10	13	8	12	9	11	9	10	10	12
I do not purchase eggs	2	4	1	2	2	3	1	0	3	0
Other	2	2	2	1	3	1	3	1	3	0
Weighted N	694	360	334	314	380	433	261	115	473	67

[3] When shopping for eggs at the grocery store, which label(s) do you look for when making your purchase? Please list **all** that apply.

Response	Topline	Female	Male	Under 45	45+	No College	College	Black or African American	White	Latino
Grade A	48	40	57	38	57	47	50	58	45	56
Large size	44	42	45	40	46	46	40	41	46	31
Fresh	41	39	44	43	40	37	47	49	38	38
Extra large	30	27	34	20	39	29	33	29	31	15
Cage-free	25	28	22	25	25	26	24	20	21	40
Farm fresh	24	21	28	26	22	22	28	24	23	35
Free-range/Free-roaming	24	23	24	21	25	20	30	28	19	24
Natural/All natural	23	23	23	34	14	20	27	34	17	36
Brown eggs	17	15	20	16	19	15	22	30	13	15
Certified Organic	15	13	17	21	11	9	26	24	12	16
Medium size	10	13	8	14	8	9	12	11	9	14
I do not look for any specific labels when purchasing eggs	8	10	5	11	6	9	6	8	8	7
Vegetarian-fed	8	7	8	10	6	6	10	9	5	22
I do not purchase eggs	1	1	1	0	1	1	1	0	1	0
Weighted N	694	360	334	314	380	433	261	115	473	67

[4] Some eggs in grocery stores come from chickens confined in cages. These chickens spend their entire lives in small cages.

Other eggs come from chickens housed in open barns where they can walk and stretch their wings.

Would you rather chickens be confined in cages or housed in open barns with no cages?

Response	Topline	Female	Male	Under 45	45+	No College	College	Black or African American	White	Latino
Confined in cages	3	2	4	3	2	2	4	5	3	1
Housed in open barns with no cages	85	84	86	83	86	85	84	86	82	94
Don't know/No opinion	12	15	10	14	12	13	12	8	15	6
Weighted N	694	360	334	314	380	433	261	115	473	67

[5] Based on the information provided on the carton, do you think the eggs come from chickens confined in cages or chickens living in open barns with no cages?



Response	Topline	Female	Male	Under 45	45+	No College	College	Black or African American	White	Latino
These eggs come from chickens confined in cages	54	53	56	56	53	52	58	51	51	81
These eggs come from chickens living in open barns with no cages	22	22	22	23	21	21	23	28	21	10
Don't know	23	25	22	21	26	26	19	20	29	8
Weighted N	694	360	334	314	380	433	261	115	473	67

[6] Based on the information provided on the carton, do you think the eggs come from chickens confined in cages or chickens living in open barns with no cages?



Response	Topline	Female	Male	Under 45	45+	No College	College	Black or African American	White	Latino
These eggs come from chickens confined in cages	60	61	59	67	53	59	61	57	57	71
These eggs come from chickens living in open barns with no cages	19	16	21	16	21	17	21	25	16	21
Don't know	22	23	20	17	25	24	18	18	26	8
Weighted N	694	360	334	314	380	433	261	115	473	67

[7] Based on the information provided on the carton, do you think the eggs come from chickens confined in cages or chickens living in open barns with no cages?



Response	Topline	Female	Male	Under 45	45+	No College	College	Black or African American	White	Latino
These eggs come from chickens confined in cages	56	56	55	60	53	54	59	58	51	72
These eggs come from chickens living in open barns with no cages	23	19	28	24	22	25	20	26	23	22
Don't know	21	25	17	16	25	21	21	16	26	6
Weighted N	694	360	334	314	380	433	261	115	473	67

[8] Based on the information provided on the carton, do you think the eggs come from chickens confined in cages or chickens living in open barns with no cages?



Response	Topline	Female	Male	Under 45	45+	No College	College	Black or African American	White	Latino
These eggs come from chickens confined in cages	35	34	36	33	37	35	35	25	36	25
These eggs come from chickens living in open barns with no cages	40	38	42	43	38	41	39	57	34	60
Don't know	25	27	22	24	25	24	25	18	30	16
Weighted N	694	360	334	314	380	433	261	115	473	67

[9] Based on the information provided on the carton, do you think the eggs come from chickens confined in cages or chickens living in open barns with no cages?



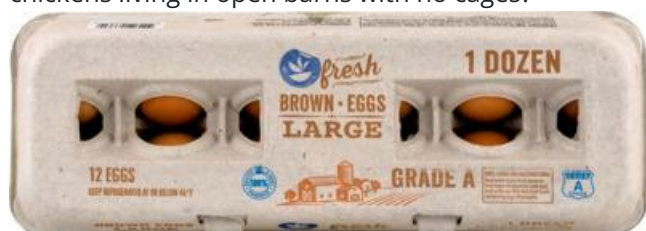
Response	Topline	Female	Male	Under 45	45+	No College	College	Black or African American	White	Latino
These eggs come from chickens confined in cages	46	42	49	47	45	44	48	55	42	60
These eggs come from chickens living in open barns with no cages	33	33	34	37	30	34	32	30	32	30
Don't know	21	24	17	16	25	21	21	14	26	10
Weighted N	694	360	334	314	380	433	261	115	473	67

[10] Based on the information provided on the carton, do you think the eggs come from chickens confined in cages or chickens living in open barns with no cages?



Response	Topline	Female	Male	Under 45	45+	No College	College	Black or African American	White	Latino
These eggs come from chickens confined in cages	34	35	33	37	32	33	36	28	34	31
These eggs come from chickens living in open barns with no cages	46	45	47	46	46	48	42	54	44	62
Don't know	20	20	20	17	23	19	22	18	23	8
Weighted N	694	360	334	314	380	433	261	115	473	67

[11] Based on the information provided on the carton, do you think the eggs come from chickens confined in cages or chickens living in open barns with no cages?



Response	Topline	Female	Male	Under 45	45+	No College	College	Black or African American	White	Latino
These eggs come from chickens confined in cages	40	36	43	44	36	34	48	40	38	37
These eggs come from chickens living in open barns with no cages	43	44	42	45	42	48	35	48	42	51
Don't know	17	19	15	11	22	17	16	12	20	12
Weighted N	694	360	334	314	380	433	261	115	473	67

[12] Based on the information provided on the carton, do you think the eggs come from chickens confined in cages or chickens living in open barns with no cages?



Response	Topline	Female	Male	Under 45	45+	No College	College	Black or African American	White	Latino
These eggs come from chickens confined in cages	37	37	37	44	31	38	36	32	36	36
These eggs come from chickens living in open barns with no cages	46	44	49	43	49	46	46	55	43	59
Don't know	17	19	14	13	20	16	18	12	21	5
Weighted N	694	360	334	314	380	433	261	115	473	67

[13] Based on the information provided on the carton, do you think the eggs come from chickens confined in cages or chickens living in open barns with no cages?



Response	Topline	Female	Male	Under 45	45+	No College	College	Black or African American	White	Latino
These eggs come from chickens confined in cages	23	24	21	25	22	23	23	15	22	27
These eggs come from chickens living in open barns with no cages	60	55	66	59	61	60	60	71	60	61
Don't know	17	21	13	16	18	17	17	14	19	12
Weighted N	694	360	334	314	380	433	261	115	473	67

[14] Based on the information provided on the carton, do you think the eggs come from chickens confined in cages or chickens living in open barns with no cages?



Response	Topline	Female	Male	Under 45	45+	No College	College	Black or African American	White	Latino
These eggs come from chickens confined in cages	44	42	47	44	44	44	45	45	43	48
These eggs come from chickens living in open barns with no cages	36	34	38	38	34	36	36	41	32	40
Don't know	20	24	16	17	22	20	20	14	25	11
Weighted N	694	360	334	314	380	433	261	115	473	67

[15] Based on the information provided on the carton, do you think the eggs come from chickens confined in cages or chickens living in open barns with no cages?



Response	Topline	Female	Male	Under 45	45+	No College	College	Black or African American	White	Latino
These eggs come from chickens confined in cages	43	43	43	49	38	40	48	40	42	39
These eggs come from chickens living in open barns with no cages	34	33	36	34	34	39	27	48	31	50
Don't know	23	24	21	17	28	21	25	13	27	11
Weighted N	694	360	334	314	380	433	261	115	473	67

[16] Many grocery stores have promised better treatment of the chickens they source eggs from, including eliminating the confinement of these animals in small cages.

Would you support or oppose your grocery store promising to **only** sell eggs that came from chickens **not** confined in cages?

Response	Topline	Female	Male	Under 45	45+	No College	College	Black or African American	White	Latino
Strongly support	51	57	45	55	48	51	51	53	51	62
Somewhat support	36	30	42	33	38	37	33	38	34	32
Somewhat oppose	4	3	5	3	5	4	4	1	4	0
Strongly oppose	2	2	3	2	3	3	2	3	2	5
Don't know	7	8	6	7	7	5	10	5	9	1
SUPPORT (TOTAL)	87	87	87	88	86	88	84	91	85	94
OPPOSE (TOTAL)	6	5	8	5	8	7	6	4	6	5
SUPPORT (NET)	+81	+82	+79	+83	+78	+81	+78	+87	+79	+89
Weighted N	694	360	334	314	380	433	261	115	473	67

[17] How positively or negatively would you view your grocery store if it followed through with a commitment to only sell eggs from chickens **not** confined in cages?

Response	Topline	Female	Male	Under 45	45+	No College	College	Black or African American	White	Latino
Very positively	54	57	51	58	51	51	59	59	52	52
Somewhat positively	31	26	36	28	33	34	26	31	32	29
Somewhat negatively	5	6	4	6	5	5	5	5	6	9
Very negatively	3	2	4	1	4	4	1	1	2	2
Don't know	7	9	5	6	7	5	9	3	8	7
Weighted N	694	360	334	314	380	433	261	115	473	67

[18] Some grocery stores have advertised that they will stop selling eggs from caged chickens.

If you heard that your grocery store **broke a promise to stop** selling eggs from caged chickens, would you continue to shop at the same store or shop at a different store?

Response	Topline	Female	Male	Under 45	45+	No College	College	Black or African American	White	Latino
Definitely would shop at a different store	13	13	13	13	13	10	19	20	12	11
Probably would shop at a different store	33	36	29	36	30	35	28	31	30	36
Probably would continue to shop at the same store	39	36	44	37	42	39	40	33	43	45
Definitely would continue to shop at the same store	8	6	9	5	10	8	6	12	7	1
Don't know	7	10	5	9	6	7	7	5	9	7
Weighted N	694	360	334	314	380	433	261	115	473	67

[19] Many grocery stores sell items under their own brand names. These are called "private-label" products. For example, these products may be labeled with the store's name or its logo, like the Great Value brand sold by Walmart.

Would you be more or less likely to purchase private-label eggs if they came from chickens **not** confined in cages?

Response	Topline	Female	Male	Under 45	45+	No College	College	Black or African American	White	Latino
Much more likely	40	42	38	39	41	42	38	42	39	49
Somewhat more likely	29	30	28	32	27	26	34	28	28	31
Somewhat less likely	5	5	6	8	3	5	5	4	4	7
Much less likely	3	2	4	1	4	3	2	4	2	3
It would not make a difference	22	20	24	19	25	23	21	21	25	10
I do not purchase eggs	1	1	0	1	0	1	0	1	0	0
Weighted N	694	360	334	314	380	433	261	115	473	67

[20] For each of the following types of eggs, please tell us whether you think the chickens are confined in cages or housed in open barns with no cages.

— Grade A

Response	Topline	Female	Male	Under 45	45+	No College	College	Black or African American	White	Latino
These eggs come from chickens confined in cages	29	27	30	30	28	33	21	25	29	39
These eggs come from chickens living in open barns with no cages	32	33	30	37	27	30	34	49	27	46
Don't know	40	40	40	33	46	37	45	27	45	14
Weighted N	694	360	334	314	380	433	261	115	473	67

[21] For each of the following types of eggs, please tell us whether you think the chickens are confined in cages or housed in open barns with no cages.

— Brown eggs

Response	Topline	Female	Male	Under 45	45+	No College	College	Black or African American	White	Latino
These eggs come from chickens confined in cages	20	20	21	22	20	21	19	17	20	28
These eggs come from chickens living in open barns with no cages	40	40	40	47	34	43	36	56	35	48
Don't know	39	40	38	31	46	36	45	27	45	24
Weighted N	694	360	334	314	380	433	261	115	473	67

[22] For each of the following types of eggs, please tell us whether you think the chickens are confined in cages or housed in open barns with no cages.

— Fresh

Response	Topline	Female	Male	Under 45	45+	No College	College	Black or African American	White	Latino
These eggs come from chickens confined in cages	23	19	28	24	23	27	17	18	22	32
These eggs come from chickens living in open barns with no cages	43	46	40	50	37	44	42	57	39	52
Don't know	34	36	32	26	40	30	41	25	39	16
Weighted N	694	360	334	314	380	433	261	115	473	67

[23] For each of the following types of eggs, please tell us whether you think the chickens are confined in cages or housed in open barns with no cages.

— Medium size

Response	Topline	Female	Male	Under 45	45+	No College	College	Black or African American	White	Latino
These eggs come from chickens confined in cages	35	31	40	36	35	35	35	37	36	29
These eggs come from chickens living in open barns with no cages	20	21	18	24	16	22	15	26	15	40
Don't know	45	48	43	40	50	43	49	37	49	32
Weighted N	694	360	334	314	380	433	261	115	473	67

[24] For each of the following types of eggs, please tell us whether you think the chickens are confined in cages or housed in open barns with no cages.

— Large size

Response	Topline	Female	Male	Under 45	45+	No College	College	Black or African American	White	Latino
These eggs come from chickens confined in cages	33	31	36	35	32	34	31	34	31	47
These eggs come from chickens living in open barns with no cages	26	25	27	30	22	27	23	32	23	23
Don't know	41	44	38	35	46	39	45	34	46	30
Weighted N	694	360	334	314	380	433	261	115	473	67

[25] For each of the following types of eggs, please tell us whether you think the chickens are confined in cages or housed in open barns with no cages.

— Extra large

Response	Topline	Female	Male	Under 45	45+	No College	College	Black or African American	White	Latino
These eggs come from chickens confined in cages	33	30	36	34	32	36	28	27	32	49
These eggs come from chickens living in open barns with no cages	24	24	24	28	21	23	26	35	20	27
Don't know	43	46	40	38	47	41	46	38	48	24
Weighted N	694	360	334	314	380	433	261	115	473	67

[26] For each of the following types of eggs, please tell us whether you think the chickens are confined in cages or housed in open barns with no cages.

— Natural

Response	Topline	Female	Male	Under 45	45+	No College	College	Black or African American	White	Latino
These eggs come from chickens confined in cages	13	13	14	14	13	16	9	11	14	13
These eggs come from chickens living in open barns with no cages	62	59	66	67	59	63	61	72	58	73
Don't know	24	28	20	19	29	21	30	17	28	14
Weighted N	694	360	334	314	380	433	261	115	473	67

[27] For each of the following types of eggs, please tell us whether you think the chickens are confined in cages or housed in open barns with no cages.

— All natural

Response	Topline	Female	Male	Under 45	45+	No College	College	Black or African American	White	Latino
These eggs come from chickens confined in cages	14	16	12	14	14	16	11	11	14	13
These eggs come from chickens living in open barns with no cages	61	55	66	65	57	61	60	68	57	70
Don't know	25	29	21	21	29	23	29	20	28	17
Weighted N	694	360	334	314	380	433	261	115	473	67

[28] For each of the following types of eggs, please tell us whether you think the chickens are confined in cages or housed in open barns with no cages.

— Vegetarian-fed

Response	Topline	Female	Male	Under 45	45+	No College	College	Black or African American	White	Latino
These eggs come from chickens confined in cages	22	25	18	22	22	26	15	21	20	32
These eggs come from chickens living in open barns with no cages	44	37	52	53	37	42	48	59	41	53
Don't know	34	38	30	26	40	32	37	21	39	14
Weighted N	694	360	334	314	380	433	261	115	473	67

[29] For each of the following types of eggs, please tell us whether you think the chickens are confined in cages or housed in open barns with no cages.

— Farm fresh

Response	Topline	Female	Male	Under 45	45+	No College	College	Black or African American	White	Latino
These eggs come from chickens confined in cages	18	18	19	21	16	22	12	8	19	20
These eggs come from chickens living in open barns with no cages	58	58	57	61	55	55	61	76	54	67
Don't know	24	24	25	18	29	23	26	16	27	12
Weighted N	694	360	334	314	380	433	261	115	473	67

[30] Would you be surprised to learn that eggs labeled with phrases like "Farm Fresh" and "All Natural" can come from chickens confined in cages?

Response	Topline	Female	Male	Under 45	45+	No College	College	Black or African American	White	Latino
Yes, I would be surprised	38	44	32	45	33	39	38	36	37	60
No, I would not be surprised	58	50	66	50	64	56	61	63	58	38
Don't know	4	6	2	5	3	5	1	2	5	2
Weighted N	694	360	334	314	380	433	261	115	473	67

[31] Currently, except for "certified organic" and USDA-certified egg grading (i.e. Grade A), the U.S. government does not set definitions or requirements for egg carton labels.

This means that companies can add labels to their egg carton packaging without expert regulators verifying the labels accurately reflect the living conditions companies provide their egg-laying chickens.

Would you support or oppose the creation of stricter definitions for egg carton labels?

Response	Topline	Female	Male	Under 45	45+	No College	College	Black or African American	White	Latino
Strongly support	50	52	48	52	49	49	52	39	52	62
Somewhat support	32	27	37	29	35	30	35	46	31	13
Somewhat oppose	6	6	7	5	7	8	3	7	5	20
Strongly oppose	3	3	4	4	3	4	2	2	3	0
Don't know	9	12	5	10	7	9	8	6	10	5
SUPPORT (TOTAL)	82	79	85	81	84	79	87	85	83	75
OPPOSE (TOTAL)	9	9	11	9	10	12	5	9	8	20
SUPPORT (NET)	+73	+70	+74	+72	+74	+67	+82	+76	+75	+55
Weighted N	694	360	334	314	380	433	261	115	473	67

[32] Would you support or oppose your grocery store posting color-coded tags in the egg aisle, like the ones pictured in the image below, to identify which eggs come from caged chickens and which come from chickens not confined in cages?



Response	Topline	Female	Male	Under 45	45+	No College	College	Black or African American	White	Latino
Strongly support	59	64	53	61	57	60	57	56	60	62
Somewhat support	28	24	33	26	30	27	31	34	26	34
Somewhat oppose	6	5	6	4	7	5	8	2	7	1
Strongly oppose	1	1	1	1	1	1	0	1	1	0
Don't know	6	6	6	8	5	7	5	6	7	2
SUPPORT (TOTAL)	87	88	86	87	87	87	88	90	86	96
OPPOSE (TOTAL)	7	6	7	5	8	6	8	3	8	1
SUPPORT (NET)	+80	+82	+79	+82	+79	+81	+80	+87	+78	+95
Weighted N	694	360	334	314	380	433	261	115	473	67

[33] Many grocery stores have promised better treatment of the chickens they source eggs from, including eliminating the confinement of these animals in small cages.

However, some companies do not have systems in place to allow consumers to check that these companies are following their promises instead of breaking them.

Would you support or oppose creating national requirements for animal welfare transparency to ensure grocery stores are complying with their commitments to better treatment of egg-laying chickens?

Response	Topline	Female	Male	Under 45	45+	No College	College	Black or African American	White	Latino
Strongly support	51	52	49	52	50	48	55	52	48	45
Somewhat support	36	35	37	33	39	38	34	35	38	43
Somewhat oppose	5	4	6	6	4	5	5	6	4	6
Strongly oppose	2	2	3	2	3	3	2	2	3	3
Don't know	6	7	5	7	5	7	4	5	7	3
SUPPORT (TOTAL)	87	87	86	85	89	86	89	87	86	88
OPPOSE (TOTAL)	7	6	9	8	7	8	7	8	7	9
SUPPORT (NET)	+80	+81	+77	+77	+82	+78	+82	+79	+79	+79
Weighted N	694	360	334	314	380	433	261	115	473	67

[34] Would you support or oppose lawmakers in your state investigating large grocery stores that use egg labels that mislead consumers about the living conditions of the chickens they source eggs from?

Response	Topline	Female	Male	Under 45	45+	No College	College	Black or African American	White	Latino
Strongly support	52	51	54	50	54	49	57	56	48	55
Somewhat support	28	30	25	26	30	28	27	29	29	25
Somewhat oppose	7	7	8	7	7	7	7	6	9	6
Strongly oppose	7	5	8	9	5	9	3	3	7	9
Don't know	6	7	5	8	4	6	5	5	7	5
SUPPORT (TOTAL)	80	81	79	76	84	77	84	85	77	80
OPPOSE (TOTAL)	14	12	16	16	12	16	10	9	16	15
SUPPORT (NET)	+66	+69	+63	+60	+72	+61	+74	+76	+61	+65
Weighted N	694	360	334	314	380	433	261	115	473	67