

RSPCA



Exploring national trends about egg-laying hens.

The Brief

RSPCA were seeking to understand what Australians think about egg-laying chickens being kept in battery cages. The need for fast, robust sampling of Australians was required to inform future campaigns and messaging.

The Work

The research explored the perceptions and attitudes of Australians about egg laying chickens through an online survey. The study collected new evidence which meant that

RSPCA understood the latest trends and influential factors about this important issue.

Results & Deliverables

The results from the online survey were provided to the client as raw data results in clear and simple Excel tables and easy to read graphs in PDF documents.

Contact

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