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Interviews: 750 Likely 2026 Voters, including an oversample of 150 voters in SDs 8,9,28,33 (201 total interviews, weighted down proportionally)
Dates: December 9-15, 2024

FINAL

Study #14949
MD Humane Society Survey
December 2024

Please note: all results are shown as percentages unless otherwise stated.

Gender. Record respondent's gender.

| | All Voters | Targeted SDs |
|----------------------|------------|--------------|
| Male..... | 45 | 46 |
| Female | 55 | 54 |
| Nonbinary/other..... | 0 | 0 |

QSRV1. First, are you currently registered to vote in Maryland?

| | All Voters | Targeted SDs |
|-----------------------|------------|--------------|
| Yes, registered | 100 | 100 |
| No, not registered.. | - | - |
| Not sure..... | - | - |

| Party registration from FILE | | |
|------------------------------|------------|--------------|
| | All Voters | Targeted SDs |
| dem | 54 | 50 |
| ind | 0 | 0 |
| lib | 1 | 0 |
| nop..... | 19 | 23 |
| oth | 1 | 0 |
| rep..... | 25 | 27 |

MEDIAT. Does anyone in this household work for a radio station, a television station, a newspaper, an advertising agency, a market research firm, or as an active political campaign worker?

| | All Voters | Targeted SDs |
|----------------|------------|--------------|
| No | 100 | 100 |
| Yes..... | - | - |
| Not sure | - | - |

Q2024V. Did you vote in last month's election for president?

| | All Voters | Targeted SDs |
|------------------------|------------|-----------------|
| Yes, voted | 93 | 96 |
| No, did not vote | 7 | 4 |
| Not sure..... | 0 | 0 |

(ASK ONLY OF RESPONDENTS WHO SAID "YES, VOTED" IN Q2024V.)

QS24pres. Did you vote for Kamala Harris, the Democrat, or Donald Trump, the Republican?

(IF RESPONDENT DECLINES TO SAY HOW HE/SHE VOTED, SAY:) This survey is being done for research purposes only. Your willingness to say how you voted is really important for ensuring the accuracy of our research, and we promise that we will always maintain the privacy and confidentiality of your responses. In the election for president, did you vote for (READ LIST)?

| | All Voters | Targeted SDs |
|-------------------------|------------|-----------------|
| Kamala Harris | 61 | 54 |
| Donald Trump | 35 | 39 |
| Another candidate | 4 | 7 |
| Did not vote | 0 | 0 |
| Not sure/refused..... | 0 | 0 |

LV1. I know it is a long way off, but what are the chances that you will vote in the November 2026 elections for U.S. Congress, governor of Maryland, and state legislative offices--are you certain to vote, will you probably vote, are the chances fifty-fifty, or do you think you will not vote?

| | All Voters | Targeted SDs | |
|-------------------------------------|------------|-----------------|------------------|
| Certain to vote | 83 | 86 | |
| Probably will vote | 11 | 8 | |
| Chances are 50-50 I will vote | 6 | 6 | |
| Will not vote..... | - | - | TERMINATE |
| Not sure..... | - | - | TERMINATE |

Q1aTH. Do you approve or disapprove of the job the Democratic majority in the state legislature is doing? (IF "NOT SURE," ASK:) Well, do you lean more toward approve or disapprove?

| | All Voters | Targeted SDs |
|-------------------------|------------|-----------------|
| Approve | 38 | 34 |
| Approve (lean) | 10 | 8 |
| Disapprove | 41 | 48 |
| Disapprove (lean) | 3 | 1 |
| Not sure | 7 | 10 |
| Total Approve | 48 | 42 |
| Total Disapprove | 44 | 49 |

Q1bTH. Do you approve or disapprove of the job Wes Moore is doing as governor of Maryland? (IF "NOT SURE," ASK:) Well, do you lean more toward approve or disapprove?

| | All Voters | Targeted SDs |
|-------------------------|------------|-----------------|
| Approve | 53 | 47 |
| Approve (lean) | 6 | 3 |
| Disapprove | 29 | 34 |
| Disapprove (lean) | 5 | 6 |
| Not sure | 8 | 9 |
| Total Approve | 59 | 51 |
| Total Disapprove | 33 | 41 |

Q2abTH. In the November 2026 election for Maryland state legislature in your district, which candidate are you more likely to vote for-- the Democrat or the Republican? (IF 'NOT SURE,' ASK:) Well, all other things being equal, are you more likely to vote for the Democrat or the Republican?

| | All Voters | Targeted SDs |
|-------------------------|------------|-----------------|
| Democrat | 52 | 45 |
| Democrat (lean) | 4 | 5 |
| Republican | 28 | 32 |
| Republican (lean) | 3 | 2 |
| Not sure | 13 | 16 |
| Total Democrat | 56 | 50 |
| Total Republican | 31 | 34 |

Moving ahead with the survey ...

Q3a. How would you rate the financial situation for you and your family these days—excellent, good, not so good, or poor?

| | All Voters | Targeted SDs |
|-------------------------------|------------|-----------------|
| Excellent | 15 | 14 |
| Good | 50 | 53 |
| Not so good | 26 | 24 |
| Poor | 8 | 9 |
| Not sure | 0 | 0 |
| Total Excellent/Good | 65 | 67 |
| Total Not so good/Poor | 34 | 33 |

Q3b. Thinking of the economy in your household, are you getting ahead, staying the same, or falling behind?

| | All Voters | Targeted SDs |
|----------------------|------------|-----------------|
| Getting ahead | 18 | 17 |
| Staying the same... | 50 | 54 |
| Falling behind | 32 | 29 |
| Not sure | 0 | 0 |

Q4. Next, let me read you some items that are typically in grocery stores and supermarkets. For each item, please tell me whether you think the average price is too high, too low, or about right.

THIS TABLE HAS BEEN RANKED BY THE PERCENTAGE SAYING TOO HIGH (ALL VOTERS)

| | Too high | Too low | About right | Not sure |
|---------------------------|----------|---------|-------------|----------|
| Meat and poultry | | | | |
| All Voters..... | 77 | 1 | 16 | 7 |
| Targeted SDs..... | 73 | 1 | 20 | 6 |
| A carton of eggs** | | | | |
| All Voters..... | 75 | 0 | 22 | 3 |
| Targeted SDs..... | 71 | 2 | 23 | 4 |
| Eggs* | | | | |
| All Voters..... | 73 | 0 | 16 | 11 |
| Targeted SDs..... | 71 | 1 | 19 | 9 |
| Milk** | | | | |
| All Voters..... | 61 | 1 | 27 | 11 |
| Targeted SDs..... | 52 | 1 | 36 | 11 |
| Bread* | | | | |
| All Voters..... | 58 | 1 | 32 | 10 |
| Targeted SDs..... | 62 | 1 | 28 | 10 |
| Gas | | | | |
| All Voters..... | 57 | 2 | 37 | 4 |
| Targeted SDs..... | 55 | 2 | 40 | 3 |

* Asked of one-half the respondents (FORM A).

** Asked of one-half the respondents (FORM B).

Q5. Now I'm going to read you some proposals that might be included in the upcoming Maryland legislative session. For each one, please tell me whether it is something you would strongly favor, somewhat favor, somewhat oppose, or strongly oppose.

THIS TABLE HAS BEEN RANKED BY THE HIGHEST PERCENTAGE SAYING TOTAL FAVOR (ALL VOTERS)

| | Total Favor | Total Oppose | Strongly favor | Somewhat favor | Somewhat oppose | Strongly oppose | Not sure |
|---|-------------|--------------|----------------|----------------|-----------------|-----------------|----------|
| Provide free breakfast and lunch to all K through twelve public school students | | | | | | | |
| All Voters..... | 78 | 21 | 55 | 23 | 9 | 12 | 1 |
| Targeted SDs..... | 73 | 27 | 49 | 23 | 15 | 12 | 0 |
| Require all eggs sold or produced in Maryland to come from cage-free operations | | | | | | | |
| All Voters..... | 66 | 32 | 34 | 33 | 14 | 17 | 2 |
| Targeted SDs..... | 65 | 32 | 26 | 39 | 17 | 15 | 3 |
| Raise state taxes to make sure Maryland's comprehensive education reform plan, also known as the Blueprint for Maryland's future, is adequately funded | | | | | | | |
| All Voters..... | 43 | 55 | 15 | 27 | 19 | 37 | 2 |
| Targeted SDs..... | 37 | 61 | 15 | 22 | 16 | 45 | 2 |

Due to rounding, not all tables will add to 100. When totaled responses differ from individual responses, totaled responses are more precise.

Q6a. Let me read you a little more information about the current egg production system. A caged system is where hens are confined with multiple other birds in wire cages, with an average of less than half a square foot of space per bird. A cage-free facility is where hens are housed in barns without cages.

The cage-free Legislation before the state legislature would require that after a phase-in period that ends in five years, all eggs sold or produced in Maryland come from cage-free facilities that comply with the egg industry's own guidelines. This legislation would only affect the production of eggs and not impact the production of chicken for meat.

Based on what you have just heard, what is your reaction to this cage-free egg legislation--is this something you would strongly favor, somewhat favor, somewhat oppose, or strongly oppose?*

| | All Voters | Targeted SDs |
|-----------------------|------------|--------------|
| Strongly favor | 43 | 38 |
| Somewhat favor | 29 | 29 |
| Somewhat oppose | 12 | 21 |
| Strongly oppose | 11 | 6 |
| Not sure..... | 6 | 7 |
| Total Favor | 72 | 66 |
| Total Oppose | 23 | 27 |

* Asked of one-half the respondents (FORM A).

Q6b. Let me read you a little more information about the cage-free Legislation before the state legislature. It would require that after a phase-in period that ends in five years, all eggs sold or produced in Maryland come from cage-free facilities that comply with the egg industry's own guidelines. This legislation would only affect the production of eggs and not impact the production of chicken for meat.

Based on what you have just heard, what is your reaction to this cage-free egg legislation--is this something you would strongly favor, somewhat favor, somewhat oppose, or strongly oppose?*

| | All Voters | Targeted SDs |
|-----------------------|------------|--------------|
| Strongly favor | 33 | 25 |
| Somewhat favor | 28 | 34 |
| Somewhat oppose | 11 | 14 |
| Strongly oppose | 18 | 19 |
| Not sure..... | 9 | 8 |
| Total Favor | 62 | 59 |
| Total Oppose | 29 | 34 |

** Asked of one-half the respondents (FORM B).

(COMBINE Q6a AND Q6b RESPONSES)

Q6abTH. **(FORM A)** Let me read you a little more information about the current egg production system. A caged system is where hens are confined with multiple other birds in wire cages, with an average of less than half a square foot of space per bird. A cage-free facility is where hens are housed in barns without cages.

The cage-free Legislation before the state legislature would require that after a phase-in period that ends in five years, all eggs sold or produced in Maryland come from cage-free facilities that comply with the egg industry's own guidelines. This legislation would only affect the production of eggs and not impact the production of chicken for meat.

(FORM B) Let me read you a little more information about the cage-free Legislation before the state legislature. It would require that after a phase-in period that ends in five years, all eggs sold or produced in Maryland come from cage-free facilities that comply with the egg industry's own guidelines. This legislation would only affect the production of eggs and not impact the production of chicken for meat.

Based on what you have just heard, what is your reaction to this cage free egg legislation--is this something you would strongly favor, somewhat favor, somewhat oppose, or strongly oppose?

| | All Voters | Targeted SDs |
|-----------------------|------------|-----------------|
| Strongly favor | 38 | 31 |
| Somewhat favor | 28 | 31 |
| Somewhat oppose | 12 | 17 |
| Strongly oppose | 14 | 13 |
| Not sure..... | 7 | 7 |
| Total Favor | 67 | 62 |
| Total Oppose | 26 | 30 |

(ASK ONLY OF RESPONDENTS WHO SAY “FAVOR” ON Q6abTH)

Q6c. Why do you favor a proposal to require all eggs sold or produced in Maryland to come from cage-free operations?

(THEN ASK:) Why else do you favor this cage-free egg legislation?

THIS TABLE HAS BEEN RANKED BY THE HIGHEST PERCENTAGE (ALL VOTERS)

| | All Voters | Targeted SDs | Form A – Background info | | Form B – No info | |
|---|------------|--------------|--------------------------|--------------|------------------|--------------|
| | | | All Voters | Targeted SDs | All Voters | Targeted SDs |
| NET FAVOR | 93 | 88 | 96 | 89 | 90 | 86 |
| Humane/ethical treatment of animals, cruelty free | 42 | 35 | 47 | 46 | 35 | 24 |
| Healthier for humans | 27 | 25 | 25 | 20 | 30 | 30 |
| Results in healthier/happier chickens, less disease | 22 | 20 | 22 | 20 | 22 | 20 |
| Caging is unnatural, too restrictive, against factory farming ... | 17 | 17 | 20 | 23 | 14 | 12 |
| Improves the quality of eggs, flavor | 10 | 14 | 9 | 12 | 12 | 15 |
| Better option, favor cage free system | 7 | 9 | 5 | 8 | 8 | 10 |
| Better for the environment | 5 | 3 | 4 | 0 | 5 | 6 |
| Against the use of antibiotics, chemicals | 4 | 6 | 2 | 5 | 6 | 8 |
| Provides industry guidelines, standardization | 2 | 2 | 2 | 1 | 3 | 3 |
| Lower the price of eggs | 2 | 2 | 2 | 1 | 1 | 3 |
| Increase production of eggs | 1 | 5 | 1 | 8 | 2 | 1 |
| Support local farms | 1 | 2 | 1 | 0 | 2 | 3 |
| Favor based on past experience farming, tending chickens... | 1 | 2 | 0 | 2 | 1 | 2 |
| All other reasons to favor | 2 | 1 | 1 | 0 | 4 | 2 |
| NET OPPOSE | 5 | 5 | 4 | 4 | 6 | 6 |
| Result in higher prices | 3 | 2 | 2 | 2 | 3 | 1 |
| Don't care about this issue, not a priority | 1 | 1 | 1 | 0 | 2 | 2 |
| Government overregulation | 1 | 1 | 1 | 1 | 1 | 0 |
| All other reasons to oppose | 1 | 2 | 2 | 1 | 1 | 3 |
| All other comments | 2 | 2 | 1 | 2 | 3 | 3 |
| Would prefer pasture raised, free range method | 2 | 3 | 2 | 3 | 2 | 4 |
| Need to do more research | 2 | 3 | 0 | 3 | 4 | 4 |
| Don't know, no response | 3 | 7 | 3 | 8 | 3 | 7 |

Due to rounding, not all tables will add to 100. When totaled responses differ from individual responses, totaled responses are more precise.

(ASK ONLY OF RESPONDENTS WHO SAY “OPPOSE” ON Q6abTH)

Q6d. Why do you oppose a proposal to require all eggs sold or produced in Maryland to come from cage-free operations?

(THEN ASK:) Why else do you oppose this cage-free egg legislation?

THIS TABLE HAS BEEN RANKED BY THE HIGHEST PERCENTAGE

| | All Voters | Targeted SDs | Form A – Background info | | Form B – No info | |
|--|------------|--------------|--------------------------|--------------|------------------|--------------|
| | | | All Voters | Targeted SDs | All Voters | Targeted SDs |
| NET OPPOSE | 91 | 89 | 90 | 92 | 91 | 86 |
| Impact on prices, raise costs | 47 | 54 | 46 | 58 | 48 | 52 |
| Government overreach, overregulation | 27 | 25 | 29 | 17 | 25 | 31 |
| Believe in free enterprise, letting the public choose | 15 | 8 | 11 | 4 | 18 | 11 |
| No difference in the quality of eggs | 10 | 9 | 8 | 5 | 12 | 11 |
| Don't care about this issue, not a priority..... | 9 | 11 | 14 | 16 | 6 | 7 |
| Cage free doesn't mean that the chickens are free ranging, still in cages..... | 8 | 12 | 7 | 10 | 8 | 13 |
| Hurt farmers, local egg producers | 5 | 4 | 7 | 6 | 4 | 3 |
| Unnecessary, waste of time and money..... | 5 | 5 | 4 | 3 | 5 | 7 |
| Will not result in healthier chickens, more disease | 4 | 1 | 2 | 0 | 5 | 1 |
| Will affect the poor..... | 4 | 5 | 1 | 11 | 5 | 0 |
| Requires more land use | 2 | 0 | 1 | 0 | 3 | 0 |
| Will lower egg production | 2 | 1 | 2 | 0 | 2 | 2 |
| All other reasons to oppose..... | 8 | 9 | 4 | 2 | 10 | 14 |
| NET FAVOR | 7 | 6 | 5 | 4 | 8 | 8 |
| Agree in principle that caging chickens is cruel, animal rights.. | 4 | 3 | 1 | 0 | 6 | 6 |
| All other reasons to favor | 3 | 3 | 4 | 4 | 2 | 2 |
| All comments | 2 | 3 | 2 | 4 | 3 | 2 |
| Need to do more research | 2 | 6 | 1 | 0 | 2 | 10 |
| Don't know, no response | 3 | 1 | 3 | 0 | 3 | 2 |

Due to rounding, not all tables will add to 100. When totaled responses differ from individual responses, totaled responses are more precise.

Q7a. Next, I'm going to mention some things you might learn about the legislation to require all eggs sold or produced in Maryland to come from cage-free operations. For each item, please tell me whether it makes you MORE likely or LESS likely to support the proposed legislation.

THIS TABLE HAS BEEN RANKED BY THE PERCENTAGE SAYING MORE LIKELY (ALL VOTERS)

| | More likely | Less likely | No difference/ depends | Not sure |
|--|-------------|-------------|---------------------------|----------|
| The production cost differential between cage and cage-free housing systems is minimal | | | | |
| All Voters | 55 | 15 | 29 | 2 |
| Targeted SDs | 58 | 17 | 23 | 1 |
| This legislation would simply require large egg producers to follow the egg industry's own cage-free standards | | | | |
| All Voters | 51 | 18 | 31 | 1 |
| Targeted SDs | 54 | 17 | 28 | 1 |
| The legislation to require cage-free facilities would only become law after a phase-in period of five years.* | | | | |
| All Voters | 45 | 13 | 42 | 0 |
| Targeted SDs | 38 | 12 | 50 | 0 |
| This legislation would ONLY apply to a handful of large-scale producers and NOT apply to small and family farmers with fewer than five thousand hens.** | | | | |
| All Voters | 40 | 23 | 35 | 2 |
| Targeted SDs | 48 | 23 | 27 | 2 |
| The legislation to require cage-free facilities would only become law in 2030 after a phase-in period.** | | | | |
| All Voters | 39 | 21 | 38 | 2 |
| Targeted SDs | 43 | 20 | 36 | 1 |
| This legislation would NOT apply to small and family farmers with fewer than five thousand hens.* | | | | |
| All Voters | 38 | 27 | 35 | 0 |
| Targeted SDs | 34 | 30 | 36 | 0 |
| This legislation gives hens the space to spread their wings by having access to the entire barn, but not access to the outdoors | | | | |
| All Voters | 35 | 31 | 33 | 1 |
| Targeted SDs | 34 | 30 | 35 | 1 |
| This legislation would not impact any other sector of animal agriculture, including the production of chicken for meat | | | | |
| All Voters | 33 | 21 | 45 | 1 |
| Targeted SDs | 31 | 25 | 42 | 2 |

* Asked of one-half the respondents (FORM A).

** Asked of one-half the respondents (FORM B).

Q7b. Based on what you have just heard, what is your reaction to this cage-free egg legislation--is this something you would strongly favor, somewhat favor, somewhat oppose, or strongly oppose?

| | All Voters | Targeted SDs | Initial ask (Q6abTH) | |
|----------------------|------------|-----------------|----------------------|-----------------|
| | | | All Voters | Targeted SDs |
| Strongly favor..... | 35 | 27 | 38 | 31 |
| Somewhat favor..... | 34 | 39 | 28 | 31 |
| Somewhat oppose..... | 10 | 13 | 12 | 17 |
| Strongly oppose..... | 14 | 15 | 14 | 13 |
| Not sure..... | 8 | 6 | 7 | 7 |
| Total Favor | 68 | 66 | 67 | 62 |
| Total Oppose | 23 | 28 | 26 | 30 |

Q7cdTH. In the November 2026 election for Maryland state legislature in your district, which candidate are you more likely to vote for-- the Democrat who supports this cage free egg legislation or the Republican who opposes this cage free egg legislation? (IF 'NOT SURE,' ASK:) Well, all other things being equal, are you more likely to vote for the Democrat who supports this cage free egg legislation or the Republican who opposes this cage free egg legislation?*

| | All Voters | Targeted SDs | Initial ask (Q2abTH) | |
|-------------------------|------------|-----------------|----------------------|-----------------|
| | | | All Voters | Targeted SDs |
| Democrat | 60 | 53 | 52 | 45 |
| Democrat (lean) | 5 | 7 | 4 | 5 |
| Republican | 23 | 25 | 28 | 32 |
| Republican (lean)..... | 2 | 3 | 3 | 2 |
| Not sure..... | 10 | 12 | 13 | 16 |
| Total Democrat | 65 | 60 | 56 | 50 |
| Total Republican | 25 | 28 | 31 | 34 |

* Asked of one-half the respondents (FORM A).

Q8a. Next, let me read you some criticisms that people might give to OPPOSE this cage-free egg legislation. For each one, please tell me whether you consider this a very strong reason, a fairly strong reason, a medium reason, or a weak reason to oppose this cage-free egg legislation.

THIS TABLE HAS BEEN RANKED BY THE PERCENTAGE SAYING STRONG REASON (ALL VOTERS)

| | Total Strong Reason | Very strong reason | Fairly strong reason | Medium reason | Weak reason | Not sure |
|--|----------------------------|--------------------|----------------------|---------------|-------------|----------|
| (COSTS) With the price of eggs already too high, this will raise prices even higher. On average, cage free eggs are currently more than four dollars a dozen, and requiring cage-free for ALL eggs would further increase the price of eggs, burdening families that are already struggling with the high costs of necessities such as gas and utilities. | | | | | | |
| All Voters | 63 | 37 | 26 | 18 | 17 | 2 |
| Targeted SDs..... | 64 | 44 | 20 | 17 | 18 | 1 |
| (JOBS) This legislation would cost farmers millions of dollars to convert their facilities to become cage free, potentially costing good paying jobs in the egg industry and hurting Maryland's economy. | | | | | | |
| All Voters | 55 | 33 | 22 | 20 | 23 | 2 |
| Targeted SDs..... | 58 | 33 | 24 | 21 | 21 | 1 |
| (Health aspect) This legislation could endanger public health because eggs in cage-free environments can have more exposure to Avian flu, and fecal matter, potentially leading to the spread of bacteria and disease, which could impact the public. | | | | | | |
| All Voters | 51 | 30 | 21 | 20 | 27 | 1 |
| Targeted SDs..... | 44 | 23 | 21 | 20 | 35 | 1 |

Due to rounding, not all tables will add to 100. When totaled responses differ from individual responses, totaled responses are more precise.

Q8b. On the other side of the coin, let me read you some reasons that people might give to SUPPORT this cage-free egg legislation. For each one, please tell me whether you consider this a very strong reason, a fairly strong reason, a medium reason, or a weak reason to support this cage-free egg legislation.

THIS TABLE HAS BEEN RANKED BY THE PERCENTAGE SAYING STRONG REASON (ALL VOTERS)

| | Total Strong Reason | Very strong reason | Fairly strong reason | Medium reason | Weak reason | Not sure |
|--|---------------------|--------------------|----------------------|---------------|-------------|----------|
| (Animal welfare) On many egg factory farms, hens are crammed into cages so small the birds can't spread their wings. Each bird is given less space than the dimensions of an iPad on which to live her entire life. She's forced to eat, sleep, and defecate in the same space and is denied almost everything that is natural to her. This bill would allow hens to perform important natural behaviors like walking and flapping their wings.* | | | | | | |
| All Voters..... | 75 | 58 | 17 | 12 | 13 | 0 |
| Targeted SDs..... | 77 | 57 | 19 | 10 | 13 | 0 |
| (Public Health) Confining birds in cramped, filthy cages can increase the spread of dangerous bacteria and viruses, including Salmonella, which can be deadly if ingested by infants or the elderly.** | | | | | | |
| All Voters..... | 74 | 56 | 18 | 13 | 12 | 1 |
| Targeted SDs..... | 68 | 58 | 10 | 16 | 15 | 1 |
| (Food safety) Not only are cages cruel for the birds, but research shows that locking hens in cages increases the risk of Salmonella contamination, a bacteria that can be lethal, especially in children and the elderly. Evidence shows that cage-free systems reduce Salmonella risks and leading consumer advocacy organizations have supported cage-free reforms.* | | | | | | |
| All Voters..... | 74 | 48 | 26 | 14 | 11 | 1 |
| Targeted SDs..... | 76 | 46 | 29 | 14 | 9 | 2 |
| (COSTS McDonalds) The price of cage-free eggs is currently artificially inflated by retailers who think they can charge more for a premium product. If cage-free eggs become the standard, this artificial markup will actually go down. It's estimated that by shifting to cage-free production the price of eggs will only go up between less than one cent to a few pennies per egg. In fact, when McDonald's announced it was going cage-free, it stated it won't raise prices at all.* | | | | | | |
| All Voters..... | 72 | 51 | 22 | 10 | 16 | 1 |
| Targeted SDs..... | 67 | 45 | 22 | 10 | 22 | 2 |

* Asked of one-half the respondents (FORM A).

** Asked of one-half the respondents (FORM B).

Q8b cont'd.

| | Total Strong Reason | Very strong reason | Fairly strong reason | Medium reason | Weak reason | Not sure |
|---|------------------------------------|--------------------------|----------------------------|------------------|----------------|----------|
| (Wrong) This legislation is needed because it is cruel to confine farm animals in cramped, overcrowded cages, and this practice is inhumane and just plain wrong. These hens are raised in factory-like conditions under extreme confinement where they are kept in tiny spaces that are so small they can't even spread their wings for their whole lives.** | | | | | | |
| All Voters..... | 63 | 49 | 14 | 18 | 18 | 1 |
| Targeted SDs..... | 68 | 46 | 22 | 11 | 20 | 1 |
| (COSTS per year) The price of cage-free eggs is currently artificially inflated by retailers who think they can charge more for a premium product. If cage-free eggs become the standard this artificial markup will actually go down. It's estimated that by shifting to cage-free production the price of eggs will only go up between less than one cent to a few pennies per egg. The average American consumer consumes about 200 eggs per year, meaning at 3 cents per egg, the increase in cost for eggs will only be about \$6 a year.** | | | | | | |
| All Voters..... | 61 | 43 | 18 | 17 | 21 | 1 |
| Targeted SDs..... | 66 | 42 | 24 | 13 | 19 | 1 |
| (Industry) More than 40% of the hens used for eggs are already cage free. More than 200 of the country's largest food companies have committed switching to a 100% cage-free egg supply. This includes McDonald's, Burger King, Costco, Kraft Foods, General Mills and Aramark, along with Maryland-based Sodexo and Marriott.** | | | | | | |
| All Voters..... | 60 | 37 | 23 | 22 | 17 | 1 |
| Targeted SDs..... | 59 | 38 | 21 | 18 | 21 | 1 |
| (Other states) Similar legislation has passed in nearly a dozen states, including Arizona, Nevada, and Michigan, all with strong bipartisan support.* | | | | | | |
| All Voters..... | 56 | 34 | 22 | 19 | 25 | 1 |
| Targeted SDs..... | 49 | 27 | 21 | 20 | 30 | 2 |

* Asked of one-half the respondents (FORM A).
** Asked of one-half the respondents (FORM B).

Q9a. Based on everything we have discussed, what is your reaction to this cage-free egg legislation--is this something you would strongly favor, somewhat favor, somewhat oppose, or strongly oppose?

| | All Voters | Targeted SDs | Informed ask (Q7b) | | Initial ask (Q6abTH) | |
|-----------------------|------------|-----------------|--------------------|-----------------|----------------------|-----------------|
| | | | All Voters | Targeted SDs | All Voters | Targeted SDs |
| Strongly favor | 38 | 39 | 35 | 27 | 38 | 31 |
| Somewhat favor | 27 | 30 | 34 | 39 | 28 | 31 |
| Somewhat oppose..... | 13 | 10 | 10 | 13 | 12 | 17 |
| Strongly oppose | 15 | 15 | 14 | 15 | 14 | 13 |
| Not sure..... | 7 | 6 | 8 | 6 | 7 | 7 |
| Total Favor | 66 | 69 | 68 | 66 | 67 | 62 |
| Total Oppose | 28 | 25 | 23 | 28 | 26 | 30 |

Q9bcTH. In the November 2026 election for Maryland state legislature in your district, which candidate are you more likely to vote for-- the Democrat who supports this cage free egg legislation or the Republican who opposes this cage free egg legislation? (IF 'NOT SURE,' PROBE) Well, all other things being equal, are you more likely to vote for the Democrat who supports this cage free egg legislation or the Republican who opposes this cage free egg legislation?*

| | All Voters | Targeted SDs | Pre-messaging ask (Q7cdTH) | | Initial ask (Q2abTH) | |
|-------------------------|------------|-----------------|----------------------------|-----------------|----------------------|-----------------|
| | | | All Voters | Targeted SDs | All Voters | Targeted SDs |
| Democrat | 53 | 48 | 60 | 53 | 52 | 45 |
| Democrat (lean)..... | 4 | 2 | 5 | 7 | 4 | 5 |
| Republican..... | 30 | 31 | 23 | 25 | 28 | 32 |
| Republican (lean) | 2 | 4 | 2 | 3 | 3 | 2 |
| Not sure | 12 | 15 | 10 | 12 | 13 | 16 |
| Total Democrat | 56 | 51 | 65 | 60 | 56 | 50 |
| Total Republican | 32 | 34 | 25 | 28 | 31 | 34 |

** Asked of one-half the respondents (FORM B).

FACTUALS: Now I am going to ask you a few questions for statistical purposes only.

PID5THa. How would you describe your overall point of view in terms of the political parties? Would you say that you are a strong Republican, leaning Republican, completely independent, leaning Democratic, or a strong Democrat?

| | All Voters | Targeted SDs |
|-----------------------------|------------|-----------------|
| A strong Republican | 13 | 16 |
| Leaning Republican..... | 14 | 13 |
| Completely independent..... | 21 | 23 |
| Leaning Democratic..... | 20 | 18 |
| A strong Democrat..... | 31 | 29 |
| Not sure | 0 | 1 |
| Total Republican | 27 | 29 |
| Total Democrat | 52 | 47 |

Qinc2. If you added together the yearly income of all the members of your family who were living at home last year, what would the total be? I'm going to read some income ranges. Please stop me when I reach the range for your family--less than ten thousand dollars, between ten thousand dollars and twenty thousand dollars, between twenty thousand dollars and thirty thousand dollars, between thirty thousand dollars and forty thousand dollars, between forty thousand dollars and fifty thousand dollars, between fifty thousand dollars and seventy-five thousand dollars, between seventy-five thousand dollars and one hundred thousand dollars, between one hundred thousand dollars and one hundred and fifty thousand dollars, or more than one hundred and fifty thousand dollars.

| | All Voters | Targeted SDs |
|-----------------------------|------------|-----------------|
| Less than \$10,000 | 1 | 1 |
| \$10,000 to \$20,000..... | 3 | 3 |
| \$20,001 to \$30,000..... | 5 | 2 |
| \$30,001 to \$40,000..... | 5 | 4 |
| \$40,001 to \$50,000..... | 5 | 6 |
| \$50,001 to \$75,000..... | 13 | 12 |
| \$75,001 to \$100,000..... | 15 | 9 |
| \$100,001 to \$150,000..... | 20 | 19 |
| \$150,001 or more | 31 | 41 |
| Not sure/refused | 2 | 2 |

QF1. Are you primarily responsible for grocery shopping for your household?

| | All Voters | Targeted SDs |
|----------------|------------|-----------------|
| Yes..... | 77 | 75 |
| No | 23 | 25 |
| Not sure | 0 | 0 |

QAGE. For statistical purposes only and to ensure that we have a representative sample, in what year were you born?

| | All Voters | Targeted SDs |
|----------------------|------------|-----------------|
| 18-24 | 8 | 12 |
| 25-29 | 6 | 3 |
| 30-34 | 6 | 5 |
| 35-39 | 10 | 10 |
| 40-44 | 7 | 10 |
| 45-49 | 8 | 6 |
| 50-54 | 7 | 9 |
| 55-59 | 10 | 11 |
| 60-64 | 10 | 14 |
| 65-69 | 9 | 4 |
| 70-74 | 9 | 6 |
| 75 or older | 11 | 11 |
| Not sure/refused.... | 0 | 0 |

RaceTH. Again, for statistical purposes only, are you of Hispanic, Latino, or Spanish origin? And to ensure we have a representative sample, what is your race—white, Black or African American, Asian, or something else? (IF “SOMETHING ELSE,” ASK:) How would you describe your race?

| | All Voters | Targeted SDs |
|---|------------|--------------|
| American Indian or Native American . | 1 | 1 |
| Asian or Asian American..... | 3 | 6 |
| Black or African American..... | 29 | 29 |
| Hispanic..... | 5 | 5 |
| Native Hawaiian or Pacific Islander ... | 0 | 0 |
| White | 60 | 56 |
| Another race | 1 | 3 |
| Not sure/refused | 1 | 0 |

QSedu. What is the last grade of school or level of education you completed?

(IF INITIAL RESPONSE IS "REFUSED" OR "NOT SURE," SAY:) As a reminder, your answer is completely confidential and is being used for statistical purposes only. With that in mind, would you tell me the last grade you completed in school?

| | All Voters | Targeted SDs |
|---|------------|--------------|
| Did not graduate high school | 1 | 2 |
| High school graduate | 22 | 12 |
| Vocational training/technical school | 3 | 4 |
| Some college, no degree | 15 | 14 |
| 2-year college/associate degree | 9 | 8 |
| 4-year college/bachelor's degree | 26 | 29 |
| Master's, PhD, or professional degree (MD, law, MBA) | 25 | 31 |
| Not sure/refused | 0 | 0 |