CONSUMER SURVEY REPORT

Consumer Attitudes Toward Male Chick Culling and In-Ovo Sexing in Japan

Public Awareness, Support, Purchase Intention, and Willingness to Pay Based on Responses from 1,144 Consumers Across Japan

Animal Rights Center Japan

July 2026

Executive Summary

This survey examined consumer awareness, attitudes, purchase intentions, support for labeling and legislation, and willingness to pay for eggs produced using in-ovo sexing, an alternative to male chick culling in the laying hen industry.

80% were unaware of **male chick culling**	**74%** support the use of **in-ovo sexing**	**74%** would like to purchase eggs **produced without male chick culling**
70% support introducing **legislation in Japan**	**70%** are willing to pay an additional amount **for eggs produced using in-ovo sexing**	**60%** support package labeling indicating that **eggs were produced without male chick culling**

What the Survey Revealed

Although awareness of both male chick culling and in-ovo sexing remains low—at around 20%—a majority of respondents expressed support for the technology, eggs produced without male chick culling, legislation, and package labeling after being provided with basic information. These findings suggest that limited public awareness is primarily due to a lack of access to information rather than a lack of consumer interest.

- 65.6% of respondents stated that they do not find male chick culling acceptable, while 34.4% considered it acceptable.
- 74.0% believe that in-ovo sexing should be adopted. 73.9% expressed an intention to purchase eggs produced without male chick culling.
- 60.8% indicated that they would be willing to shop at another supermarket if it offered eggs produced using in-ovo sexing, suggesting that product availability may influence store choice.
- 70.2% were willing to pay at least JPY 10 extra for a pack of ten eggs, with a median willingness to pay of JPY 20.
- When purchasing eggs, respondents rated food safety, price, and freshness as the most important factors. The importance attached to eggs produced without male chick culling was comparable to that of free-range and pasture-raised production systems.

1. Survey Overview

Survey title	Consumer Attitudes Toward Male Chick Culling and In-Ovo Sexing in Japan
Objective	To assess consumer awareness, attitudes, and purchase intentions regarding male chick culling and in-ovo sexing.
Method	Online survey
Responses collected	1,200
Valid responses	1,144
Valid response rate	95.3%
Target population	Consumers in Japan aged 15–75 years
Survey period	1–3 July 2026

Validation of Responses

To ensure response quality, respondents were asked the following validation question:

"Which animal normally produces the eggs sold in supermarkets?"
Only respondents who correctly answered "Chicken" were included in the analysis. Of the 1,200 responses collected, 1,144 met this criterion and were treated as valid responses.

1.1 Notes on Interpretation

- Percentages may not total 100% because figures have been rounded.
- Unless otherwise stated, figures reported as "support" or "purchase intention" represent the combined total of the top three categories on a six-point response scale.
- This survey measures consumer attitudes and intentions and should not be interpreted as a direct measure of actual purchasing behaviour.

2. Background and Objectives

In the laying hen industry, the culling of newly hatched male chicks—who cannot lay eggs—has long been recognised as an animal welfare issue. As an alternative, in-ovo sexing technologies, which determine the sex of an embryo before hatching, have been developed and commercialised. Several countries have already begun introducing these technologies and implementing related legislation.

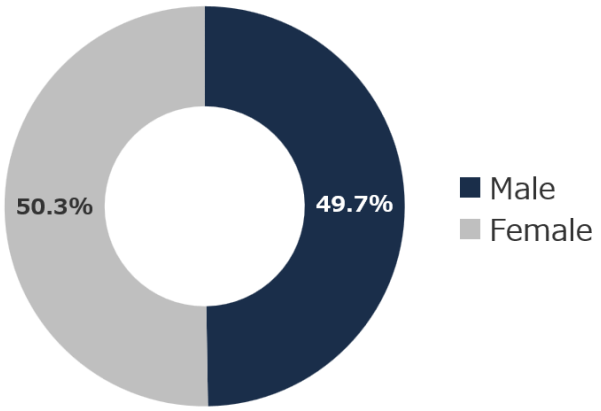
In Japan, however, publicly available data on consumer awareness of this issue, support for the technology, and willingness to pay for eggs produced using in-ovo sexing remain limited. The purpose of this survey is to provide evidence on how consumers evaluate this issue after receiving basic information. The findings are intended to serve as a resource for hatcheries, retailers, food companies, policymakers, and other stakeholders considering the introduction of in-ovo sexing technologies.

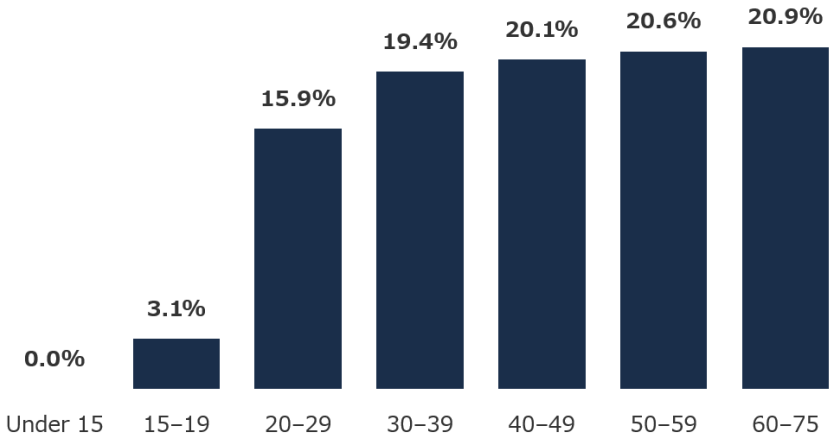
Main Survey Topics

- Awareness of male chick culling
- Awareness of in-ovo sexing
- Acceptance of the technology and related products
- Willingness to pay (WTP)
- Attitudes toward labeling and legislation

3. Respondent Profile

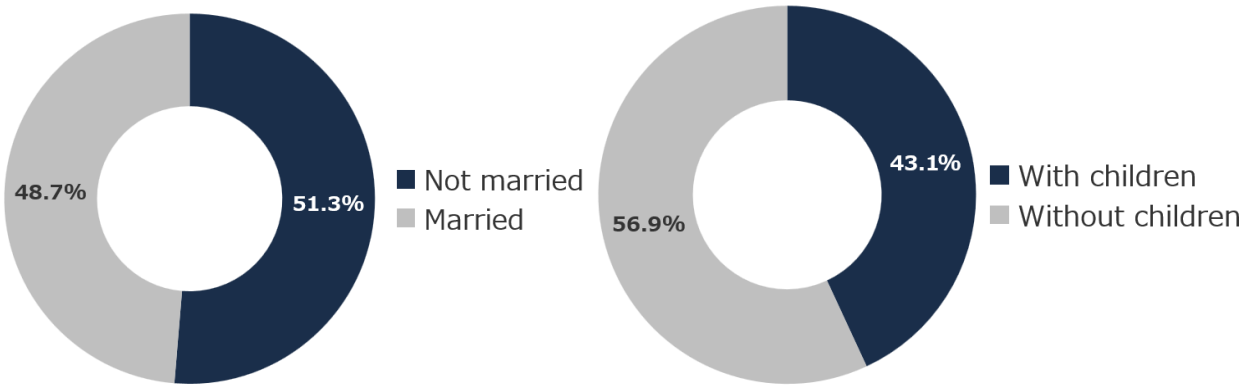
3.1 Gender and Age





Among the 1,144 valid respondents, 569 (49.7%) were male and 575 (50.3%) were female, resulting in a nearly even gender distribution. The mean age of respondents was 45.4 years, with a median age of 46.0 years. The age distribution was as follows: 15–19 years: 3.1%, 20–29 years: 15.9%, 30–39 years: 19.4%, 40–49 years: 20.1%, 50–59 years: 20.6%, 60–75 years: 20.9%. Responses were obtained from a broad range of age groups.

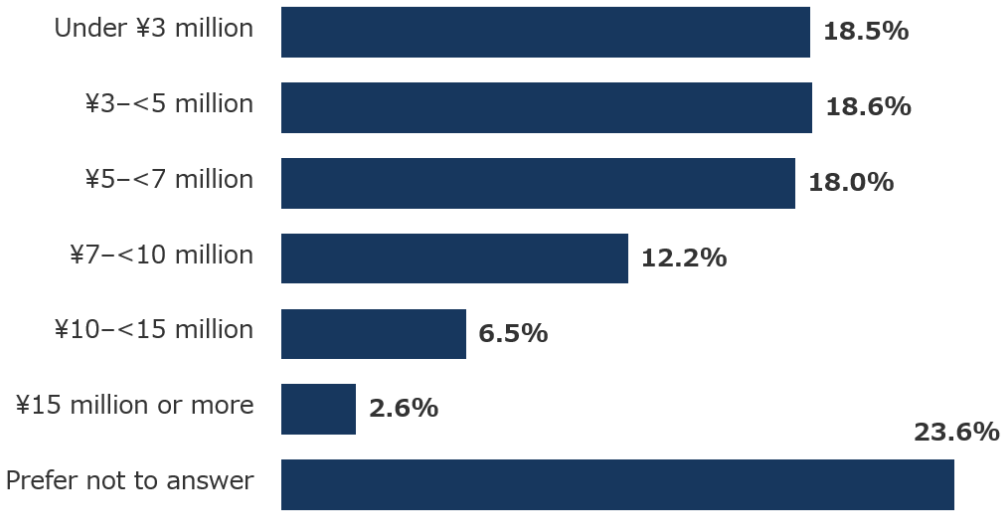
3.2 Region and Household Characteristics



Respondents were drawn from all 47 prefectures in Japan, providing nationwide coverage without substantial regional concentration. Regarding marital status, 51.3% were unmarried and 48.7% were married. In terms of household composition, 43.1% reported having children, while 56.9% reported not having children.

3.3 Annual Household Income

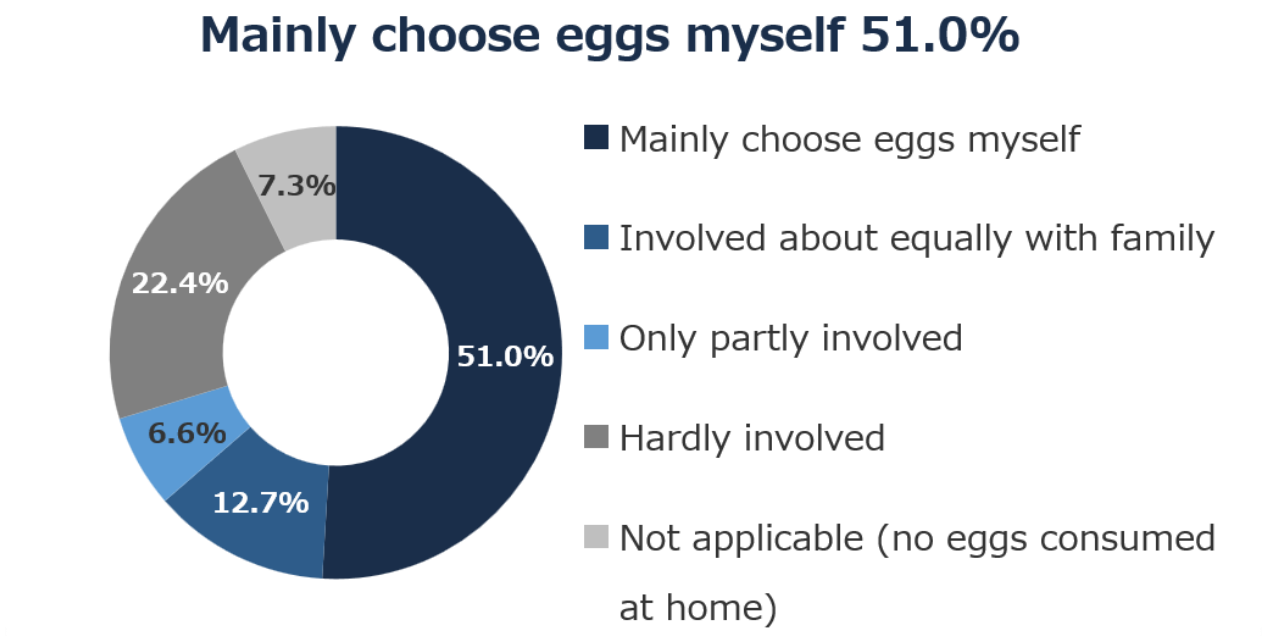
Q3-3. What is your annual household income before taxes? Please include pension income and other sources of household income.



Annual household income was distributed as follows: Less than JPY 3 million: 18.5%, JPY 3–5 million: 18.6%, JPY 5–7 million: 18.0%, JPY 7–10 million: 12.2%, JPY 10 million or more: 9.1%. Prefer not to answer: 23.6%.

3.4 Involvement in Household Egg Purchasing

Q3-4. To what extent are you involved in selecting eggs purchased for your household?



The largest group of respondents (51.0%) reported that they were primarily responsible for selecting eggs. An additional 12.7% reported being equally involved with other household members, while 6.6% reported being partially involved. Overall, 70.3% of respondents were involved in household egg purchasing decisions to some extent.

Key Characteristics of the Respondent Sample

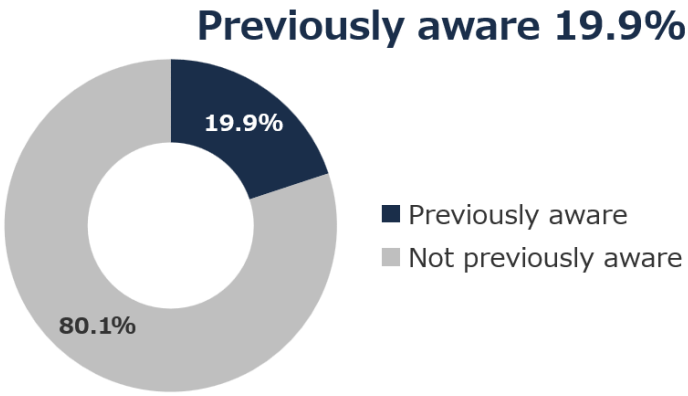
Approximately 70% of respondents reported being involved in household egg purchasing decisions. Consequently, the survey includes a substantial proportion of individuals who are directly involved in purchasing decisions, making the findings on purchase intention and willingness to pay (WTP) particularly relevant for assessing potential consumer demand.

4. Survey Findings

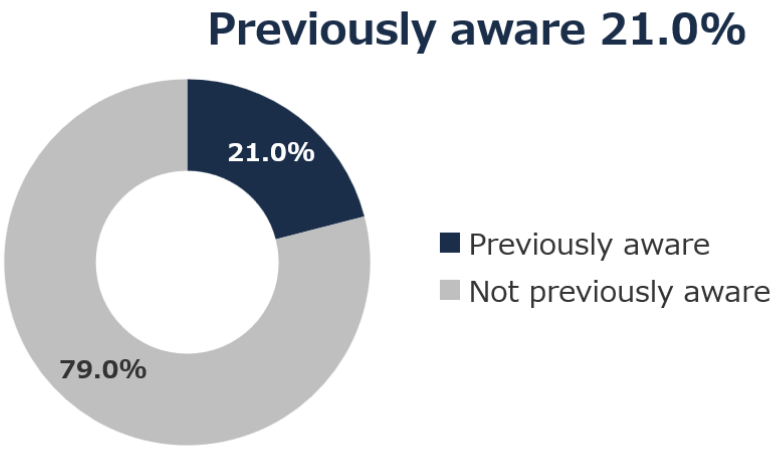
4.1 Awareness of the Issue and the Technology

(Introductory statement shown before the questions) In the laying hen industry, newly hatched chicks are sorted by sex. Female chicks are raised as laying hens, while male chicks are not used for egg production.

Before today, were you aware of the following?
Q4-1 (1). In Japan, most newly hatched male chicks are culled because they cannot be used for egg production.



Q4-1 (2). There is a technology known as in-ovo sexing that can determine the sex of an embryo before hatching.



20%	21%	Approx. 80%
were aware of male chick culling	were aware of in-ovo sexing	limited awareness of both

Only 19.9% of respondents were aware that most male chicks are culled in Japan, while 80.1% had not previously known about this practice. Awareness of in-ovo sexing was similarly limited. Only 21.0% of respondents had heard of the technology, whereas 79.0% had not. These findings indicate that public awareness remains low not only of the practice of male chick culling itself, but also of the technological alternative available to prevent it.

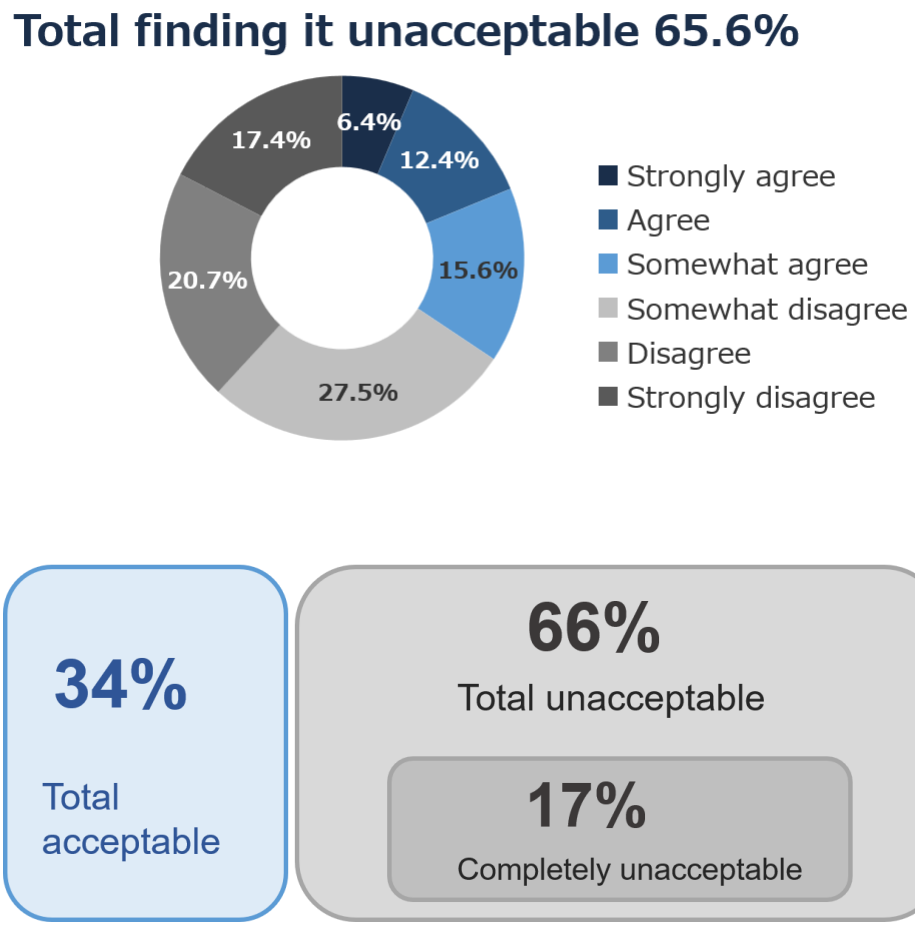
Discussion

Low levels of awareness should not be interpreted as a lack of public concern. As demonstrated in the subsequent survey questions, support increased substantially after respondents were provided with basic information. This suggests that the primary barrier is not a lack of interest, but rather limited access to information about the issue and its potential solutions.

4.2 Acceptance of Male Chick Culling

(Introductory statement shown before the question) Reports indicate that male chicks in Japan are culled using methods that may cause suffering, including suffocation, crushing, and maceration. The use of in-ovo sexing eliminates the need to cull male chicks after hatching.

Q4-2. Do you find it acceptable that newly hatched male chicks are culled so that only female chicks are raised for egg production?



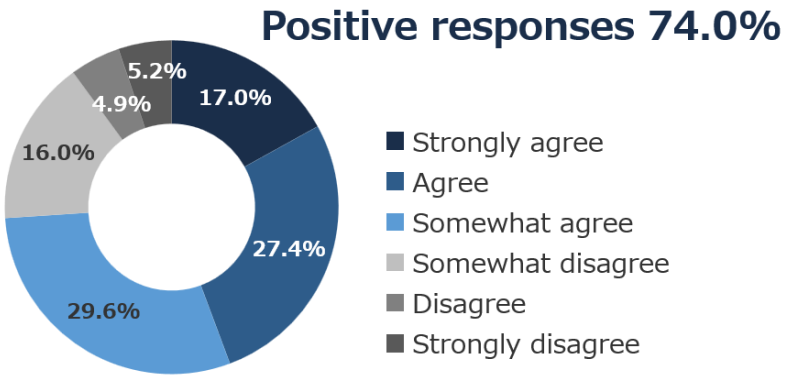
A total of 34.4% of respondents considered the practice acceptable (combining the three positive response categories), while 65.6% considered it unacceptable (combining the three negative response categories). In other words, approximately two-thirds of respondents did not consider the culling of male chicks to be acceptable after learning about the practice.

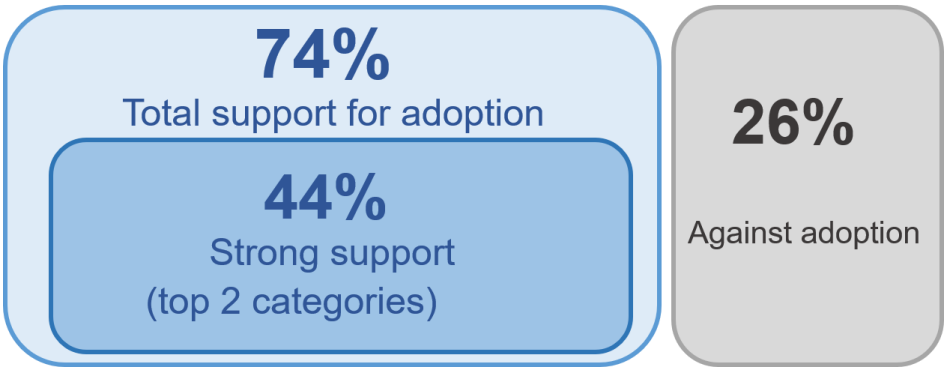
Discussion

Although male chick culling has long been a standard practice within the laying hen industry, nearly two-thirds of respondents found it unacceptable once they were informed about how it is carried out. These findings suggest that male chick culling cannot be regarded as a practice that enjoys broad public acceptance.

4.3 Support for the Adoption of In-Ovo Sexing

Q4-3. Rather than culling male chicks after hatching, do you think in-ovo sexing should be adopted?





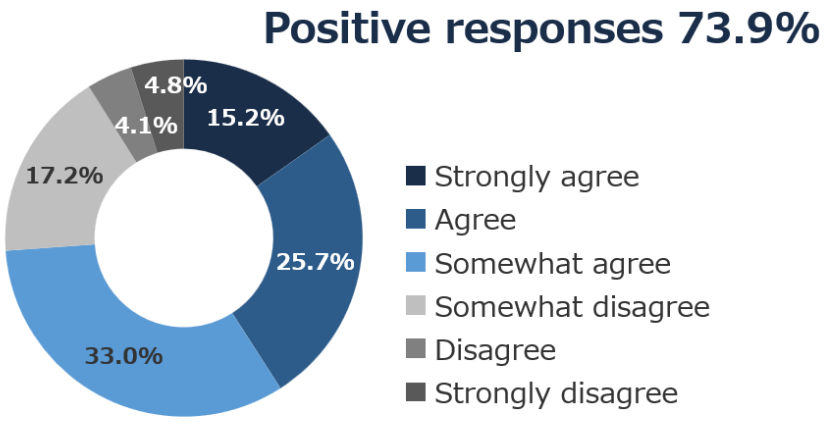
Overall, 74.0% of respondents supported the adoption of in-ovo sexing. This consisted of: 17.0% who strongly supported its adoption, 27.4% who supported it, and 29.6% who somewhat supported it. Only 26.0% expressed opposition.

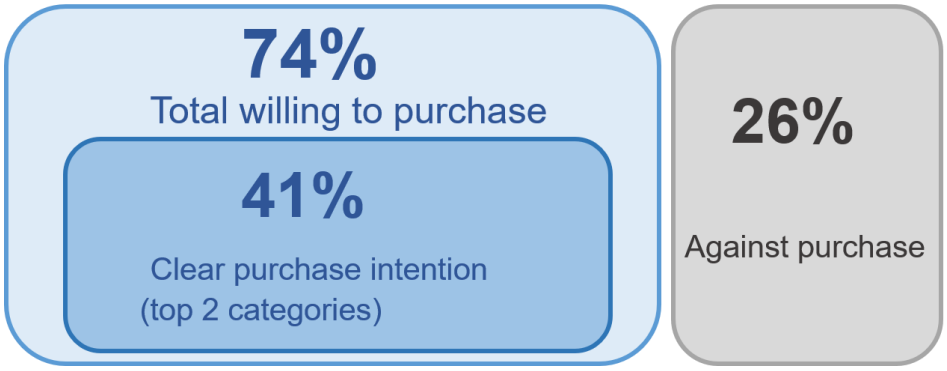
Discussion

Although only about one in five respondents had previously been aware of in-ovo sexing, nearly three-quarters supported its adoption after receiving a brief explanation of the technology. These findings suggest that improving public understanding requires more than simply explaining the technical aspects of the technology. Communicating that in-ovo sexing is a practical solution that prevents the culling of male chicks after hatching is likely to be essential for increasing public acceptance.

4.4 Purchase Intention for Eggs Produced Without Male Chick Culling

Q4-4. If eggs produced without culling male chicks were available at the supermarket you normally use, would you be willing to purchase them?





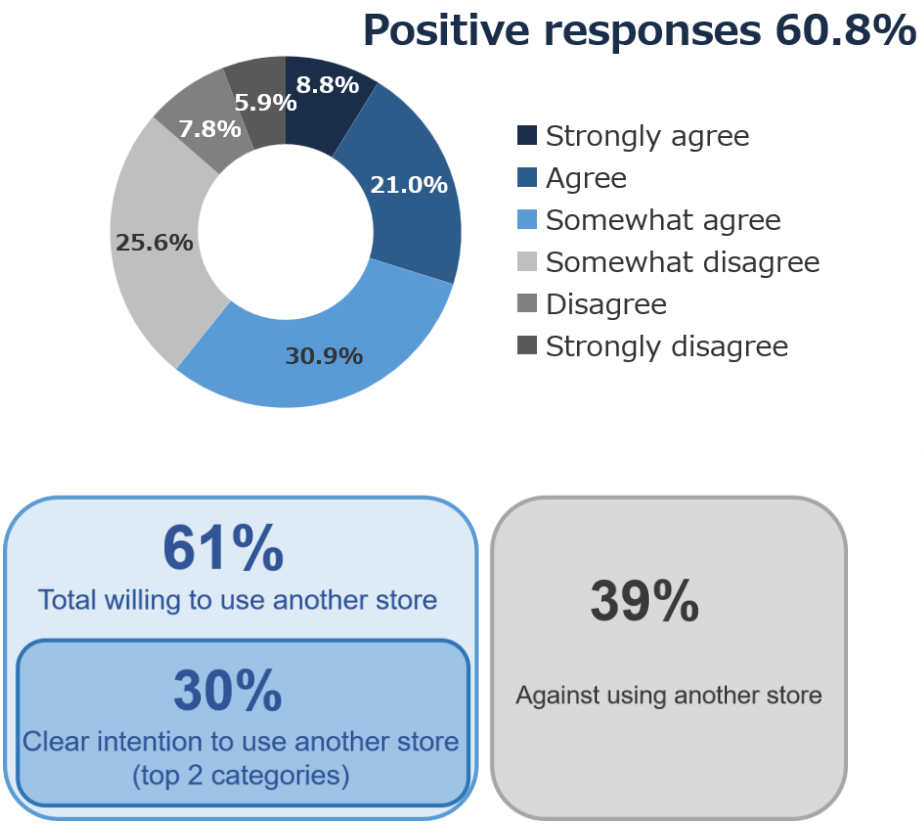
Overall, 73.9% of respondents indicated that they would purchase eggs produced without male chick culling if they were available at their usual supermarket. This consisted of: 15.2% who strongly agreed, 25.7% who agreed, and 33.0% who somewhat agreed. These findings indicate substantial latent consumer demand, provided that such products are made available in the marketplace.

Implications for Businesses

Nearly three-quarters of respondents expressed a willingness to purchase eggs produced using in-ovo sexing, indicating meaningful market potential for products that eliminate the need for male chick culling. Retailers and food companies are encouraged to evaluate actual purchasing behaviour and consumer price acceptance through pilot sales or limited market introductions before broader commercial deployment.

4.5 Willingness to Shop at a Different Supermarket

Q4-5. If eggs produced using in-ovo sexing were not available at your usual supermarket but were available at another supermarket, would you be willing to shop at that supermarket instead?



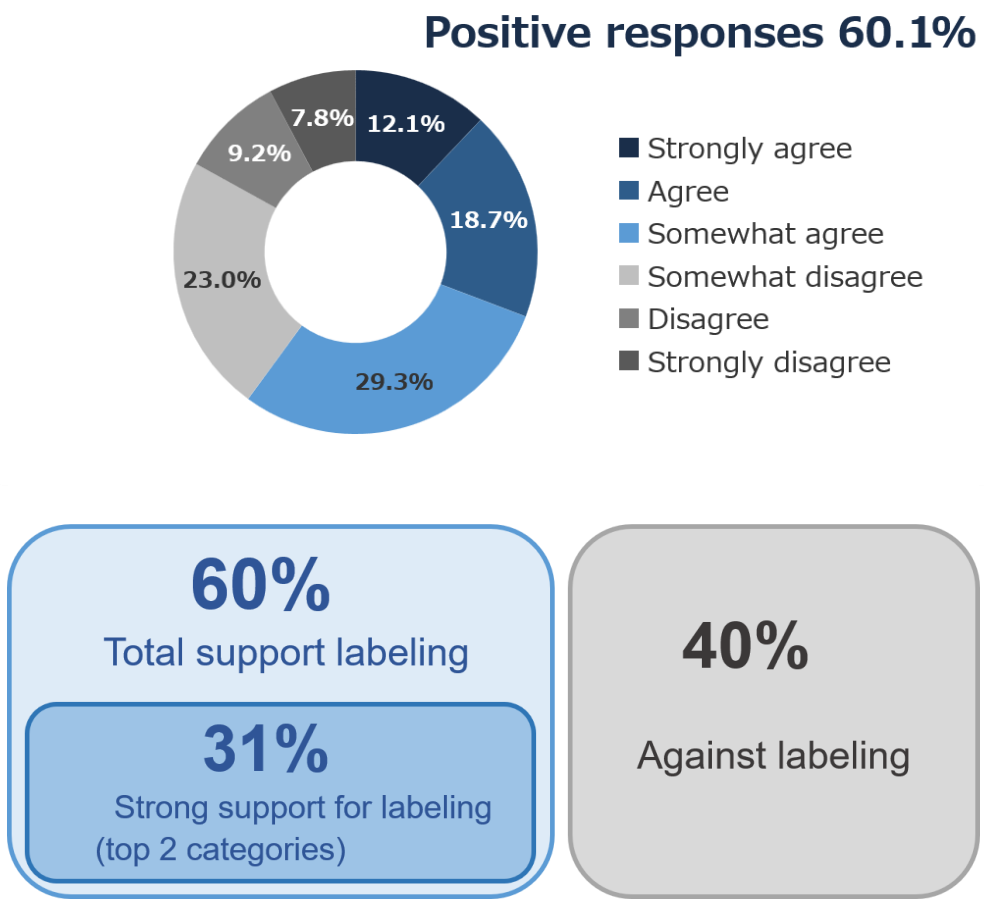
Overall, 60.8% of respondents indicated that they would be willing to shop at another supermarket in order to purchase eggs produced using in-ovo sexing. These findings suggest that product availability may influence not only consumers' choice of eggs, but also their choice of retailer.

Implications for Retailers

Offering eggs produced using in-ovo sexing may influence store selection as well as product choice. However, because approximately 30% of respondents expressed a strong intention to switch supermarkets, further evaluation through actual market trials will be important to determine the extent to which product availability affects shopping behaviour in practice.

4.6 Support for Package Labelling

Q4-6. Egg packages often include information such as the production area and farming system. Do you think egg packages should also indicate that the eggs were produced without culling male chicks?



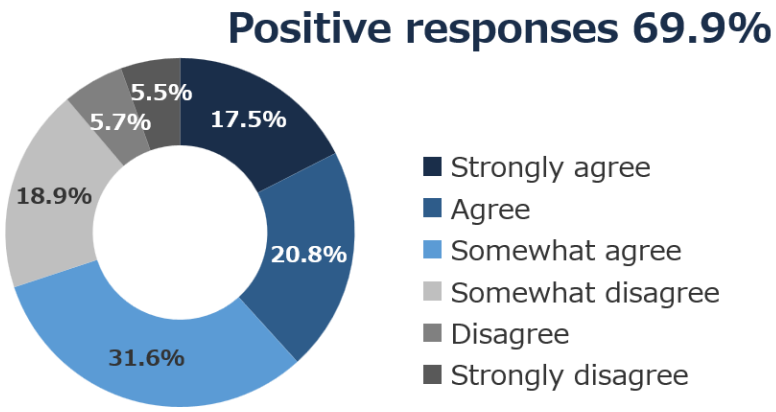
Overall, 60.1% of respondents supported including information on egg packaging indicating that the eggs were produced without male chick culling.

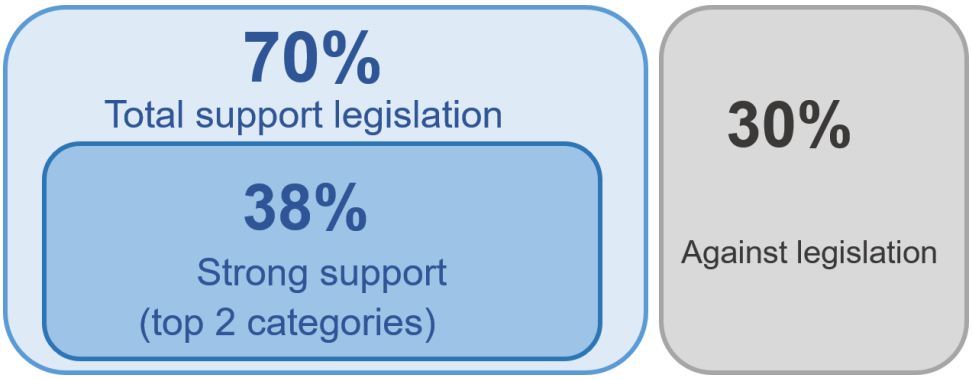
Implications for Labelling Policy

Product labelling provides an essential link between producers' initiatives and consumers' purchasing decisions. With approximately 60% of respondents supporting such labelling, there appears to be considerable public support for a clear and easily understandable labelling system that enables consumers to identify and choose eggs produced without male chick culling.

4.7 Support for Legislation

Q4-7. Some countries, including France, Germany, and Italy, have introduced legislation prohibiting the culling of male chicks. Do you think Japan should also introduce legislation to phase out this practice?





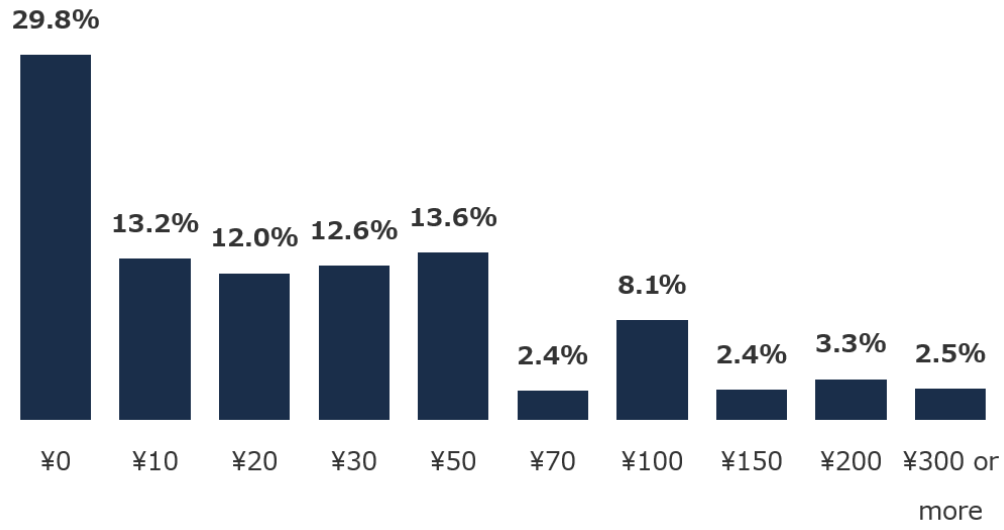
Overall, 69.9% of respondents supported introducing legislation in Japan. This consisted of: 17.5% who strongly supported the introduction of legislation, 20.8% who supported it, and 31.6% who somewhat supported it. Overall, approximately seven in ten respondents supported moving toward legal regulation.

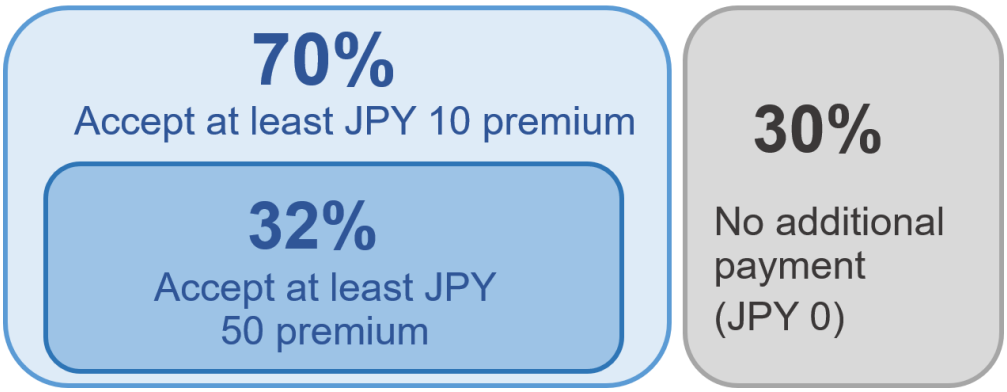
Policy Implications

Public support for legislation was almost as high as support for the adoption of in-ovo sexing, with approximately 70% of respondents expressing support. These findings indicate that there is a meaningful level of public support for introducing legislation in Japan to eliminate the culling of male chicks. As discussion on this issue progresses, policymakers may wish to consider a phased approach that combines implementation targets, transition periods, financial support for capital investment, labelling requirements, and technical standards.

4.8 Willingness to Pay (WTP)

Q4-8. Assuming that eggs produced using in-ovo sexing are equivalent in quality and size to the eggs you currently purchase, what is the maximum additional amount you would be willing to pay for a pack of ten eggs if male chicks were no longer culled?





A total of 29.8% of respondents indicated that they would pay no additional amount. Conversely, 70.2% stated that they would be willing to pay some price premium. The median willingness to pay was JPY 20 per pack of ten eggs, while the mean willingness to pay was JPY 42.0. (Responses above JPY 300 were capped at JPY 300 when calculating the mean.) Because the mean exceeded the median, the results suggest that a proportion of respondents would be willing to pay substantially higher premiums, with some indicating a willingness to pay more than JPY 100. This indicates considerable variation in consumers' price acceptance.

Implications for Pricing

Not all consumers are willing to accept a substantial price increase. Nevertheless, 70.2% of respondents were willing to pay at least JPY 10 more per pack, while 32.4% were willing to pay JPY 50 or more, demonstrating a meaningful degree of consumer willingness to pay. Carefully designed pricing strategies and appropriate approaches to sharing the additional costs of implementation may help facilitate broader market adoption.

4.9 Factors Influencing Egg Purchases

Q4-9. When purchasing eggs, how important are the following factors to you? (Please rate each item on a five-point scale, where 5 = Very Important and 1 = Not Important at All.)

Factor	Mean Score (5-point scale)	Rated 4 or 5
Food safety	4.04	69.1%
Price	4.03	69.8%
Freshness	3.92	65.3%
Nutritional value	3.51	47.7%
Place of production	3.21	33.5%
Eggs produced without male chick culling	3.13	29.8%
Free-range or pasture-raised production	3.09	29.2%

Among all purchasing criteria, food safety, price, and freshness received the highest ratings. The importance assigned to eggs produced without male chick culling (mean score: 3.13) was almost identical to that assigned to free-range or pasture-raised production systems (mean score: 3.09). Although animal welfare-related attributes are not yet considered as important as price or food safety, they are valued to a similar extent as other established animal welfare attributes already present in the marketplace.

Discussion

The findings suggest that consumers do not base their purchasing decisions solely on price. In addition to quality-related factors such as food safety and freshness, animal welfare considerations also form part of consumers' decision-making process. Accordingly, for eggs produced using in-ovo sexing, maintaining product quality while clearly communicating the added ethical value of the production method is likely to be important for consumer acceptance.

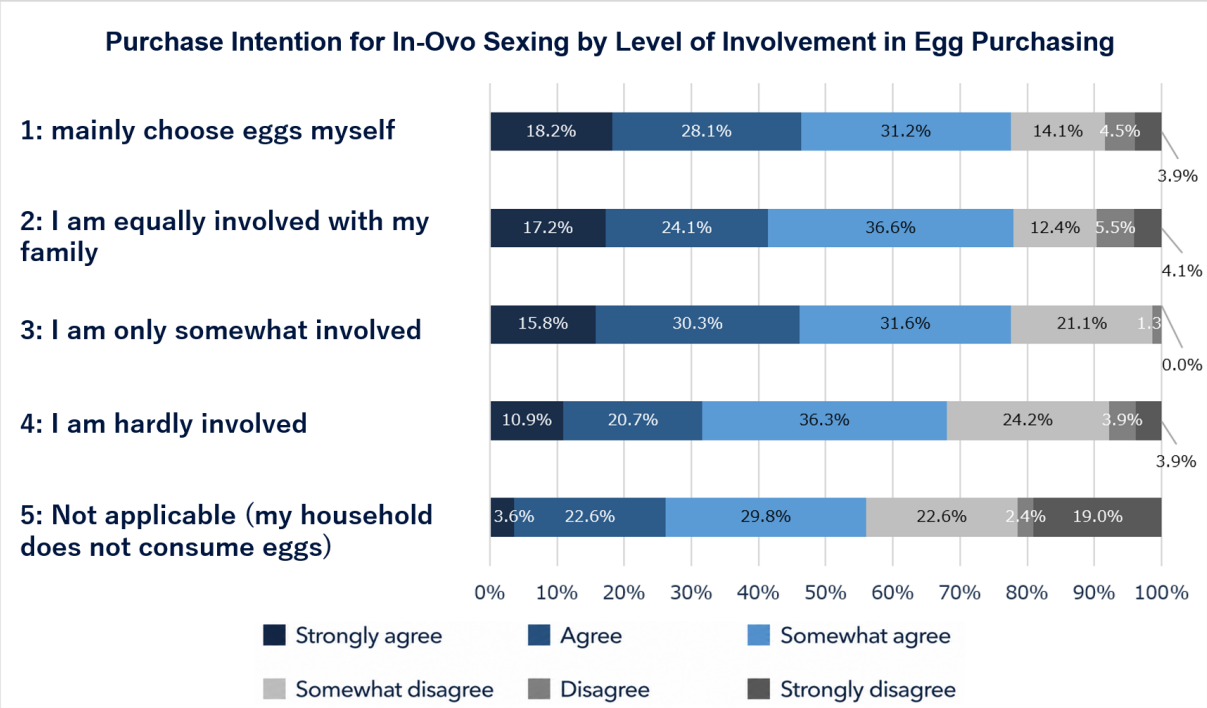
5. Cross-tabulation Analysis

Relationships among the key survey variables were examined through cross-tabulation analysis.

5.1 Factors Associated with Purchase Intention

This section examines how respondents' intention to purchase eggs produced without male chick culling is associated with their involvement in household egg purchasing, as well as their prior awareness of both male chick culling and in-ovo sexing.

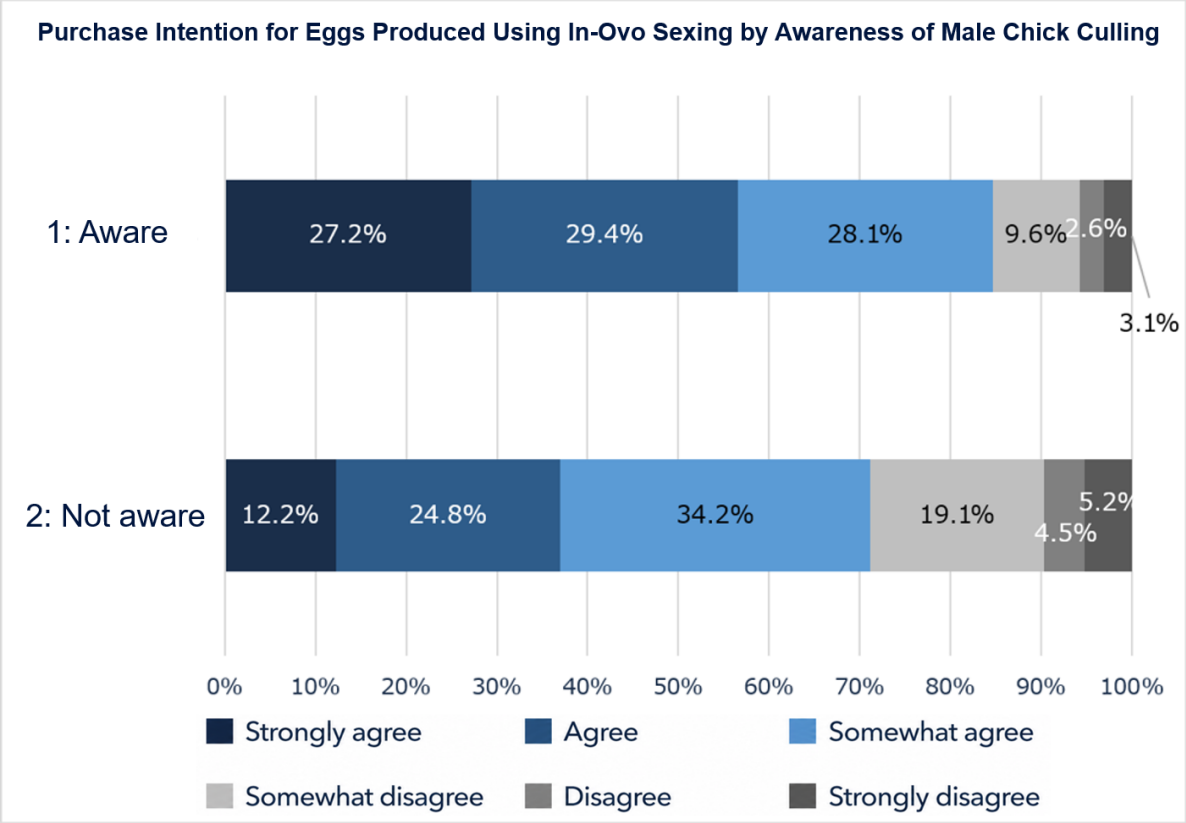
Relationship Between Purchase Intention and Involvement in Household Egg Purchasing



Comparison Item	n	Positive Responses (1–3)	Negative Responses (4–6)
1 : mainly choose eggs myself	**583**	77.5%	22.5%
2: I am equally involved with my family	**145**	77.9%	22.1%
3: I am only somewhat involved	**76**	77.6%	22.4%
4: I am hardly involved	**256**	68.0%	32.0%
5: Not applicable (my household does not consume eggs)	**84**	56.0%	44.0%

Respondents who were involved in selecting eggs for their household showed consistently higher purchase intention for eggs produced without male chick culling. Approximately 78% of respondents who were primarily responsible, equally involved, or partially involved in egg purchasing expressed a positive purchase intention. In comparison, the proportion declined to 68.0% among those who were hardly involved, and to 56.0% among respondents whose households do not consume eggs.

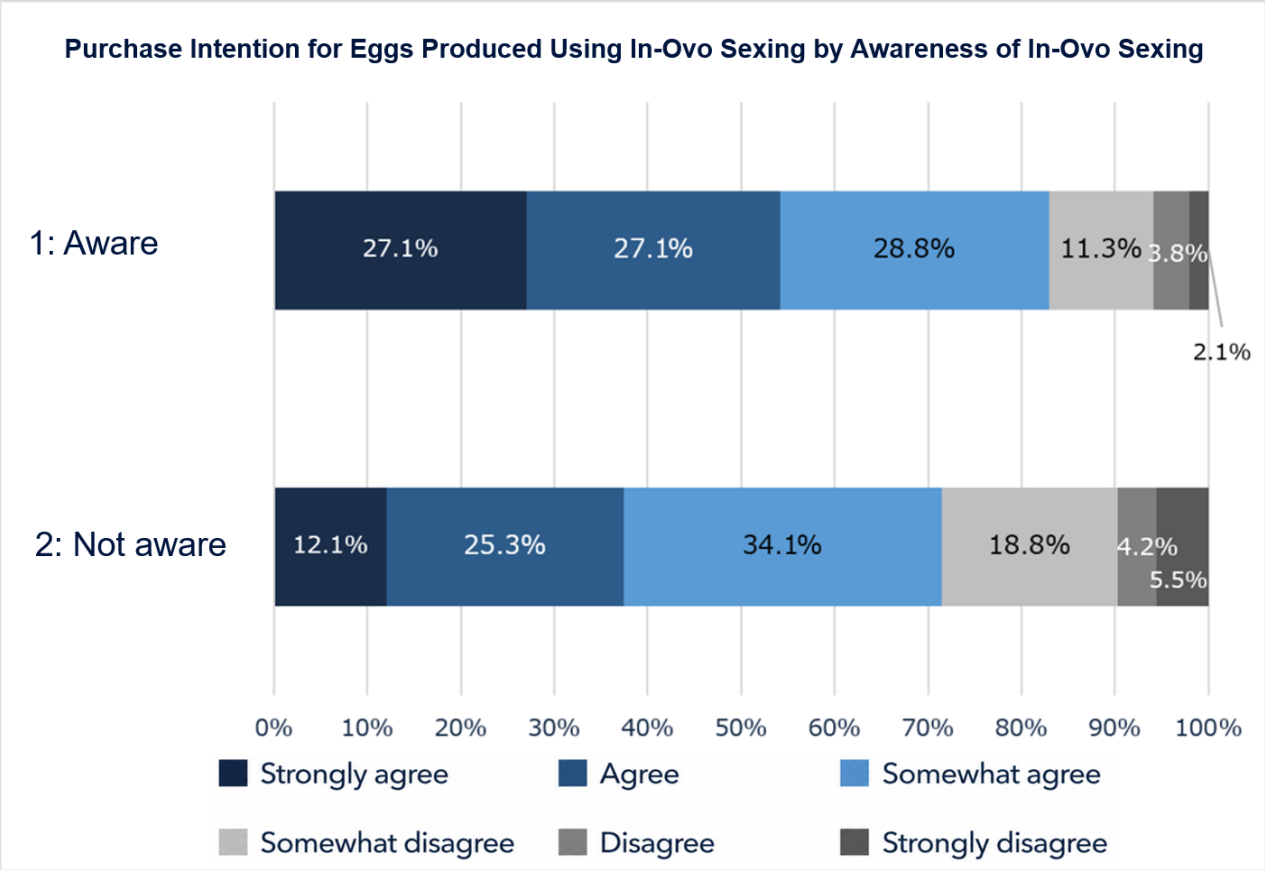
Relationship Between Purchase Intention and Awareness of Male Chick Culling



Comparison Item	n	Positive Responses (1–3)	Negative Responses (4–6)
1 : Aware	**228**	84.6%	15.4%
2 : Not aware	**916**	71.2%	28.8%

Among respondents who were already aware of male chick culling, 84.6% expressed an intention to purchase eggs produced without male chick culling, compared with 71.2% among those who had not previously been aware of the issue—a difference of 13.4 percentage points. The difference was even more pronounced among respondents expressing strong purchase intention. The combined proportion selecting the top two response categories ("Strongly agree" and "Agree") was 56.6% among those who were aware of the issue, compared with approximately 37% among those who were not.

Relationship Between Purchase Intention and Awareness of In-Ovo Sexing



Comparison Item	n	Positive Responses (1–3)	Negative Responses (4–6)
1 : Aware	**240**	82.9%	17.1%
2 : Not aware	**904**	71.5%	28.5%

Among respondents who were already familiar with in-ovo sexing, 82.9% indicated that they would purchase eggs produced without male chick culling, compared with 71.5% among those who had not previously heard of the technology—a difference of 11.4 percentage points.

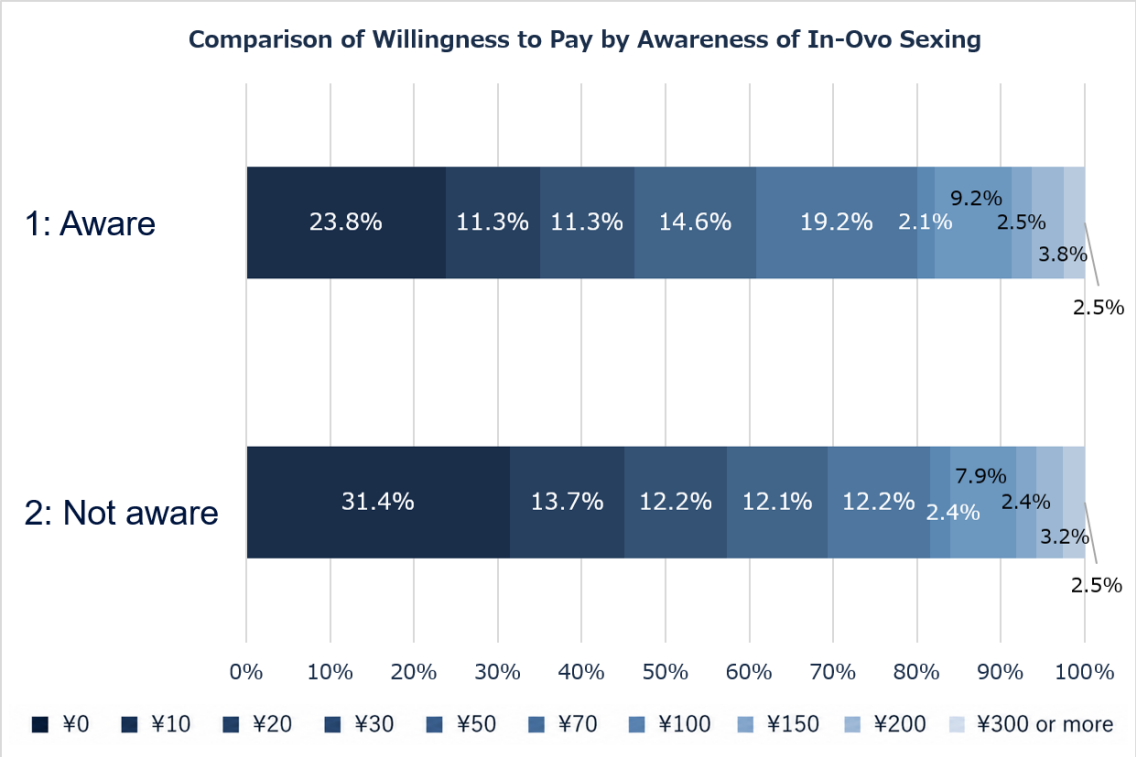
Discussion

The cross-tabulation analysis indicates that purchase intention is strongest among consumers who are actively involved in household egg purchasing, suggesting meaningful market potential among those who are most likely to make purchasing decisions. Higher purchase intention was also observed among respondents who were already aware of either male chick culling or in-ovo sexing. However, even among respondents with no prior awareness, more than 70% expressed a willingness to purchase eggs produced without male chick culling after receiving basic information. These findings suggest that providing clear and accessible information about both the issue and its technological solution can play an important role in enabling consumers to make informed purchasing decisions and may contribute to broader market acceptance.

5.2 Relationship Between Awareness of In-Ovo Sexing and Willingness to Pay

This section compares the distribution of willingness to pay (WTP) for eggs produced using in-ovo sexing between respondents who were previously aware of the technology and those who were not.

Relationship Between Awareness of In-Ovo Sexing and Willingness to Pay



Comparison Item	n
1: Aware	**240**
2: Not aware	**904**

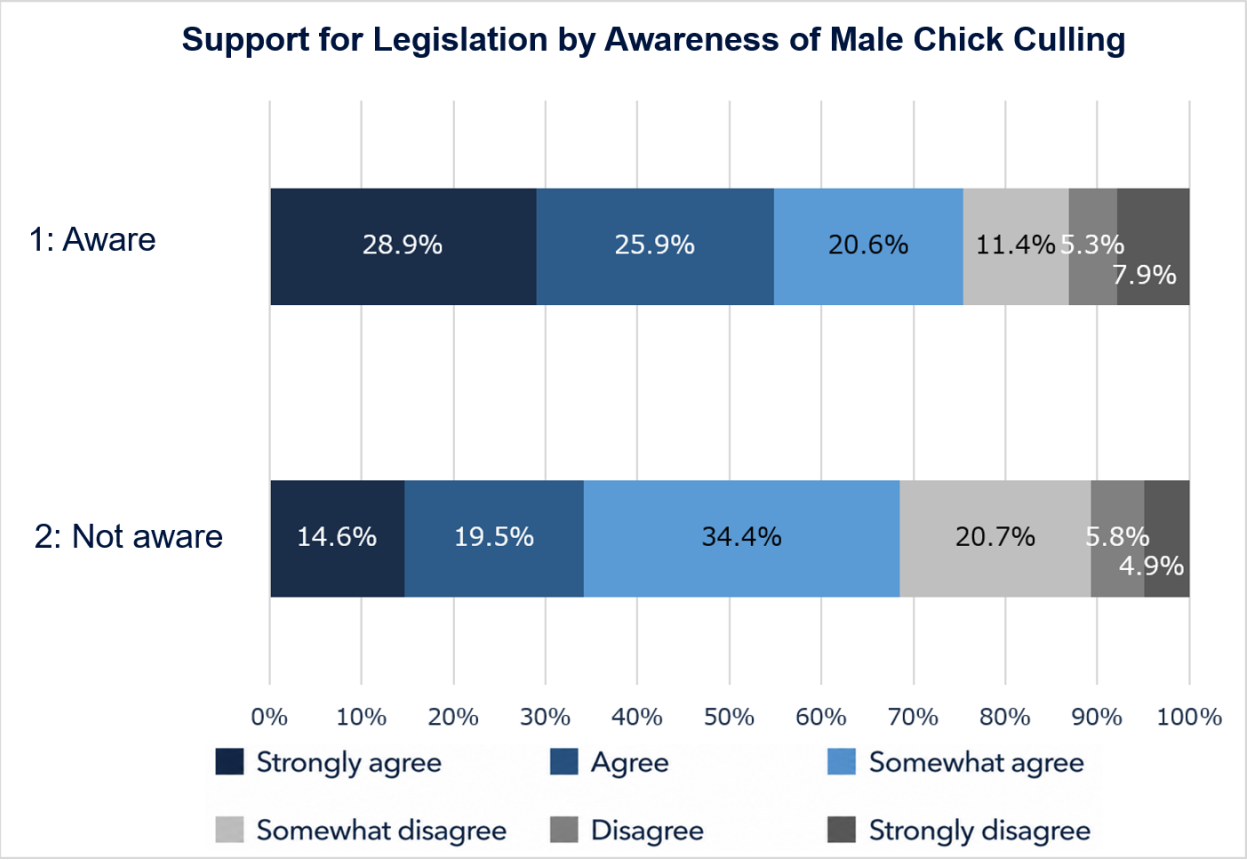
Among respondents who were already familiar with in-ovo sexing, 23.8% indicated that they would pay no additional amount, compared with 31.4% among those who had not previously heard of the technology—a difference of 7.6 percentage points. Conversely, respondents who were aware of the technology were more willing to accept a price premium. In particular, 39.3% of those who were aware indicated that they would pay JPY 50 or more, compared with 30.6% among respondents who were not previously aware.

Discussion

These findings suggest that awareness of in-ovo sexing is associated not only with greater purchase intention, but also with a higher willingness to pay for eggs produced using the technology. Providing consumers with clear and accessible information about the technology and its purpose may therefore help increase understanding of the additional costs associated with its adoption and improve acceptance of price premiums in the marketplace.

5.3 Relationship Between Awareness of Male Chick Culling and Support for Legislation

This section compares levels of support for legislation in Japan between respondents who were previously aware of male chick culling and those who were not.



Comparison Item	n	Positive Responses (1–3)	Negative Responses (4–6)
1 : Aware	**228**	75.4%	24.6%
2 : Not aware	**916**	68.6%	31.4%

Among respondents who were already aware of male chick culling, 75.4% supported introducing legislation in Japan, compared with 68.6% among those who had not previously been aware of the issue—a difference of 6.8 percentage points. The difference was even more pronounced in the strength of support. The combined proportion selecting the top two response categories ("Strongly agree" and "Agree") reached 54.8% among respondents who were already aware of the issue, compared with 34.1% among those who were not.

Discussion

Although approximately 70% of respondents who had not previously been aware of male chick culling still supported legislative action after receiving basic information, respondents who were already familiar with the issue expressed stronger overall support. These findings suggest that awareness of male chick culling is positively associated with support for legislation. Increasing public awareness of current industry practices may therefore contribute to building broader public understanding and support for future legislative measures in Japan.

6. Overall Discussion

Based on the findings from both the overall analysis and the cross-tabulation analysis, the survey provides the following four key insights regarding the social implementation of in-ovo sexing.

6.1 Awareness Was Associated with Stronger Purchase Intention and Support for Legislation

Prior awareness of both male chick culling and in-ovo sexing remained low, at approximately 20%. However, after respondents were provided with basic information, support for the adoption of in-ovo sexing (74.0%), purchase intention (73.9%), and support for legislation (69.9%) all reached approximately 70%. The cross-tabulation analysis also showed that respondents who were already aware of the issue or the technology were more likely to express purchase intention and support for legislation. At the same time, even among respondents who had not previously been aware of the issue or the technology, approximately 70% expressed purchase intention and support for legislation after receiving basic information. These findings suggest that providing clear and accessible information about both the problem and its solution is important in supporting informed understanding and decision-making among a broad range of consumers.

6.2 Market Introduction Shows Promise, but Price Considerations Remain Important

Among respondents who were involved in selecting eggs for their household, approximately 78% expressed an intention to purchase eggs produced without male chick culling. In contrast, purchase intention was 67.9% among respondents who were hardly involved in egg purchasing and 56.0% among those whose households do not consume eggs. These findings suggest that there is meaningful potential demand among consumers who are most likely to make purchasing decisions. This supports the value of introducing eggs produced using in-ovo sexing into the marketplace. Regarding price, 70.2% of respondents were willing to accept some additional cost, increasing to 76.2% among respondents who were already aware of the technology. Respondents who were aware of the technology were also more likely to accept an additional payment of JPY 50 or more. However, because approximately 30% of respondents were unwilling to pay any additional amount, it will be important to keep price premiums as low as possible and promote market adoption in stages while assessing consumer acceptance.

6.3 Japan Should Move Toward Introducing Legislation

Overall, approximately 70% of respondents supported the introduction of legislation. These findings suggest that Japan should move toward introducing legislation to eliminate the culling of male chicks. Support was particularly strong among respondents who were already aware of male chick culling. The proportion expressing clear support (the top two response categories) was 54.8% among respondents who were aware of the issue, compared with 34.1% among those who were not. This suggests that as public awareness of the issue increases, public support for introducing legislation may also continue to grow.

6.4 Animal Welfare Can Become an Added Value in Consumer Purchasing Decisions

When purchasing eggs, respondents placed the greatest importance on food safety, price, and freshness. At the same time, the importance attached to eggs produced without male chick culling was comparable to that attached to free-range or pasture-raised production systems. The cross-tabulation analysis also showed that respondents who were already aware of the issue or the technology were more likely to express purchase intention and willingness to pay for eggs produced without male chick culling. These findings suggest that animal welfare can become an additional source of product value, provided that product quality and price remain acceptable. To promote the adoption of eggs produced using in-ovo sexing, it will be important to maintain consumer confidence in product quality and pricing while clearly communicating the ethical value of the technology.

7. Recommendations

Hatcheries and Egg Producers

It is recommended that hatcheries and egg producers compare the in-ovo sexing technologies currently available for use in Japan in terms of processing capacity, implementation costs, timing of sex determination, accuracy, and other factors, and proceed with pilot implementation. Following implementation, it will be important to evaluate not only production costs and hatchability, but also consumer acceptance in cooperation with distributors and retailers. Where implementation costs are substantial, alternative implementation models, such as shared facilities or service-based contracts, should also be considered.

Retailers and Food Companies

The survey findings indicate meaningful potential demand for eggs produced without male chick culling among consumers who are directly involved in purchasing decisions. Based on these findings, retailers and food companies are encouraged to consider offering eggs produced using in-ovo sexing and to evaluate actual purchasing behaviour and price acceptance through pilot sales and market trials. Providing intuitive product descriptions, such as "Eggs produced without male chick culling," together with clear information in stores and online, is also expected to promote consumer understanding of the technology.

Government

The government is encouraged to further investigate current male chick culling practices and evaluate available in-ovo sexing technologies while moving toward the introduction of legislation to eliminate male chick culling. Approximately 70% of respondents supported legislation, and support was stronger among respondents who were already aware of the issue. Providing clear and accessible information about both current industry practices and available alternatives will therefore be important not only for improving public understanding, but also for building consensus toward future legislation. When introducing such legislation, supportive measures—including financial assistance for capital investment—should also be considered to facilitate a smooth transition for businesses.

Consumers and Civil Society

It is important to promote accurate and accessible information about male chick culling and in-ovo sexing so that consumers can make informed choices based on how eggs are produced. Consumers and civil society are also encouraged to call on businesses and government to provide greater choice and transparency, while promoting broader public understanding of animal welfare and the significance of technologies that eliminate the need for male chick culling.

8. Study Limitations

- This survey was conducted online and does not fully represent the demographic composition of the Japanese population.
- Responses reflect participants' stated intentions based on the information provided in the questionnaire and may differ from actual purchasing behaviour in retail settings.
- Willingness to pay was assessed using a hypothetical scenario and may vary depending on actual price differences, product quality, brand, and place of purchase.
- There are multiple approaches to in-ovo sexing, which differ in the timing of sex determination, invasiveness, accuracy, cost, and other characteristics. This survey assessed attitudes toward the concept of in-ovo sexing as a whole rather than evaluating any specific technology.
- The cross-tabulation analysis is descriptive and was conducted to examine relationships between survey variables. It does not demonstrate causal relationships. In addition, percentages for groups with relatively small sample sizes should be interpreted with caution because they are more susceptible to sampling variation.

Toward a society where consumers in Japan can choose eggs produced without male chick culling.

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This report presents the aggregated results for all survey questions. If you are interested in additional analyses, including cross-tabulations by age, gender, region, household income, or other respondent characteristics, please feel free to contact us.

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