

# Australian Egg Industry Sustainability Framework

---

Community Research Report  
2026

August 2026



## **CITATION**

Voconiq (2026) Australian Egg Industry Sustainability Framework Community Research Report 2026. Voconiq, Australia.

© Voconiq 2026. To the extent permitted by law, all rights are reserved and no part of this publication covered by copyright may be reproduced or copied in any form or by any means except with the written permission of Voconiq.

All rights reserved.

## **COPYRIGHT**

© 2026 Australian Eggs. All rights reserved.

## **IMPORTANT DISCLAIMER**

Voconiq advises that the information contained in this publication comprises general statements based on scientific research. The reader is advised and needs to be aware that such information may be incomplete or unable to be used in any specific situation. No reliance or actions must therefore be made on that information without seeking prior expert professional, scientific and technical advice. To the extent permitted by law, Voconiq (including its employees and consultants) excludes all liability to any person for any consequences, including but not limited to all losses, damages, costs, expenses and any other compensation, arising directly or indirectly from using this publication (in part or in whole) and any information or material contained in it.

Voconiq is committed to providing web accessible content wherever possible. If you are having difficulties with accessing this document please contact [info@voconiq.com](mailto:info@voconiq.com)

## **ACKNOWLEDGEMENTS**

This project was funded by Australian Eggs. Australian Eggs is a member owned not-for-profit organisation providing marketing, research & development and industry information services to the benefit of all Australian egg farms.

## **RESEARCHER CONTACT DETAILS**

Dr Kieren Moffat  
Voconiq CEO and Co-founder  
[info@voconiq.com](mailto:info@voconiq.com)

## **VOCONIQ, OUR STORY**

Voconiq is an Australian data science company built on a platform of research developed by Australia's national science agency, CSIRO. The Voconiq founding team spent 11 years in CSIRO building this science platform, engaging over 70,000 community members in 14 countries to understand what leads to deeper trust between industries, companies and governments, and the communities they work alongside. Founded in 2019, Voconiq was created as a vehicle for delivering this science as a service globally. Voconiq is the home of Engagement Science and we are passionate about giving voice to communities large and local about the issues that matter to them and helping those that work alongside them to listen to community voices effectively.

To learn more, go to [www.voconiq.com](http://www.voconiq.com)



# Content

---

## 04

Introduction

## 05

The research process

## 08

Who completed the 2026 survey?

## 11

Trust and acceptance

## 13

Drivers of trust and acceptance

## 21

Considering the costs and benefits

## 30

Community knowledge and information

## 32

Conclusion

# Introduction

This report represents the latest iteration in an ongoing effort to understand community trust, attitudes and expectations towards Australia's egg industry. Eggs hold a unique place in Australian life as a source of nutrition and a product shaped by perceptions sustainability, welfare, affordability and trust. As conversations in the community emerge around production and pricing, the egg industry remains committed to engaging with Australians on these issues.

The Australian Egg Industry Sustainability Framework Community Research Report 2026 is the ninth annual study conducted by Voconiq to understand how the Australian community think and feel about the egg industry. Through this research, key trends and challenges have been identified, offering valuable insights into what drives community trust and acceptance of the egg industry.

Australian Eggs, a member-owned not-for-profit organisation, plays a central role in supporting the industry through marketing, research and development, and communication with the public. Australian Eggs, through this program of work, have a long-standing commitment to understanding and responding to community expectations. Insights from this research will help inform future planning, build trust, and demonstrate accountability for the broader egg industry.

This year, we heard from 5,163 Australians about their perception of the egg industry. Trust and acceptance of the industry have remained strong, with acceptance increasing from last year. Drivers shaping this year's trust and acceptance scores include industry responsiveness, environmental responsibility, confidence in regulation, adherence to food safety and support of the industry when considering the costs and benefits. Cutting across these drivers was recognition of the progress the industry has made over time.

This report provides a comprehensive review of what drives trust and acceptance in the Australian egg industry in 2026. Comparative insights from the previous years of the program are included to provide a complete picture of the relationship between the Australian community and the egg industry. These findings will inform the industry's strategic direction and help ensure its practices continue to reflect the expectations of the Australian public.

# The research process

2026 represents the ninth year of community sentiment research by Voconiq. Each year builds on the one before it to paint a comprehensive picture of the relationship between the Australian egg industry and the wider community, how it changes, and where the industry can direct efforts in the future. The research process is outlined below:

## Survey instrument

Being able to track sentiment over time is a key value point of the Community Research program. For this reason, many of the same questions included previously were also included for Year Nine. Participants were asked a comprehensive set of demographic questions, as well as on the following topics:

- Importance of the egg industry to Australian way of life and diet
- Self-rated levels of knowledge and information sources about the egg industry
- Environmental impact
- Animal welfare
- Governance and regulation
- Economic viability
- Industry responsiveness
- Trust in the industry
- Acceptance of the industry

At the beginning of the survey, participants were provided with details about the study, including research aims, the role of Australian Eggs as a funder, and the parameters around use of their data. Participants were required to indicate an understanding of these terms and consent to continue. As with previous years, participants were also provided the following definition of the Australian egg industry:



*The Australian Egg Industry includes egg farming businesses that keep laying hens to produce eggs for consumption by the Australian community. The industry includes very large egg farming businesses that have a large flock of hens across a number of farms, medium and small egg farming businesses.*

*Large and medium egg farming businesses generally have more than one egg production system (cage, barn, free range) and small egg farmers generally have one egg production system. Eggs and egg products (liquid egg) are sold to major retailers (supermarkets), other retailers, farmers markets, food service companies (cafes, restaurants), hospitality (hotels) institutions (aged care facilities) and food manufacturers (bakeries)."*



# Sampling method

Consistent with previous years, the 2026 survey collected two samples using the same online survey instrument. Data was collected between 21 May and 10 June 2026.

## Nationally representative sample

- This sample was representative by gender and age according to the Australian Bureau of Statistics (ABS).<sup>1</sup>
- Participants were recruited through a research panel provider and received a small payment for their time.
- Participants were unaware of the survey topic upon agreeing to participate.
- 4,975 survey responses were retained for analysis after data cleaning.

## Open public sample

- An additional sample of 188 responses (retained after data cleaning) was collected via a web link published by Voconiq and Australian Eggs.
- This approach ensured the openness and transparency of the research process, allowing any interested Australians to participate and share their views.
- The open sample generally reflected greater interest and concern about the egg industry's operations, sustainability and welfare.

<sup>1</sup> <https://www.abs.gov.au/statistics/people/population/national-state-and-territory-population/latest-release>

## Data cleaning and analysis

The data underwent a rigorous cleaning process<sup>2</sup> to ensure the quality and reliability of the results. Surveys were excluded from the analysis for reasons such as missing data, brief completion times, or responses indicating carelessness or suspicious consistency (e.g. answering “1” to all questions).

The survey’s findings were compared across the nine years of research to understand the relationship between the Australian community and the egg industry.

Trust remains the central driver of community acceptance. Path modelling was used to explore drivers of trust as well as acceptance. A detailed analysis of this is included in the Drivers of community trust and acceptance section below.

## Reporting

This report summarises the key findings of both the nationally representative and open public call samples.<sup>3</sup> It is available on both the Australian Eggs and Voconiq project web pages,<sup>4</sup> ensuring accessibility to all interested parties.

<sup>2</sup> ‘Data cleaning’ is conducted in order to ensure the quality of data included in analyses is high. This involves screening and potential removal of surveys where, for example, participants answered the survey very quickly (i.e. less than 5 minutes), in ways that indicate lack of attention to the content of questions, and extreme or consistent responding on survey questions (i.e. answering ‘1’ to all questions). For more detail on what this involves, see Meade AW and Bartholomew C. (2012) Identifying careless responses in survey design. *Psychological Methods*, 17(3), 437-455. DOI: 10.1037/a0028085.

<sup>3</sup> Most topics were measured using 7-point Likert type agreement scales, where 1 = Strongly disagree, 2 = Disagree, 3 = Somewhat agree, 4 = Neutral, 5 = Somewhat agree, 6 = Agree, 7 = Strongly agree. When reporting, categories may be combined to express “agreement” (combining results of Somewhat agree, Agree and Strongly agree) and “disagreement” (combining results of Somewhat disagree, Disagree and Strongly Disagree). Because there are many possible ways responses can be distributed across Likert levels, the calculated percentages often include decimal values. For clarity and readability in our visualisations, we round these percentages to whole numbers (i.e., zero decimal places). As a result of this rounding, the displayed percentages may not always sum exactly to 100%. This is due to standard rounding rules, where small decimal remainders are either rounded up or down.

<sup>4</sup> <https://voconiqlocalvoices.com/en/australian-eggs/>

# Who completed the 2026 survey?

**5,163**  
2026 participants

**59,756**  
Total participants overall

Representative sample **4,975**

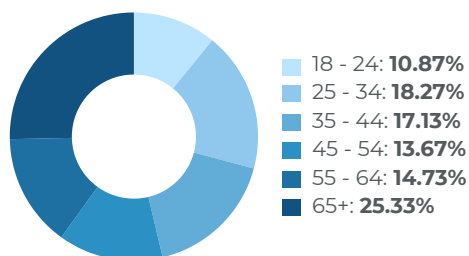
open call sample **188**

Representative of the Australian population **45,975**

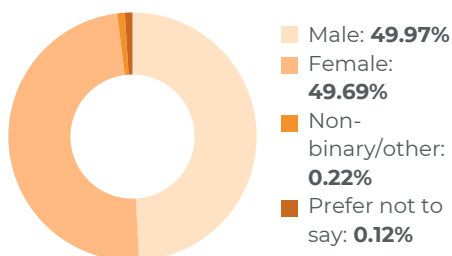
Open call sample combined **13,781**

## Demographic – nationally representative panel

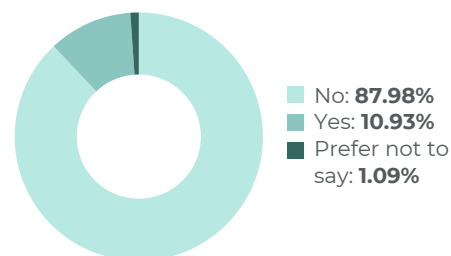
Average age



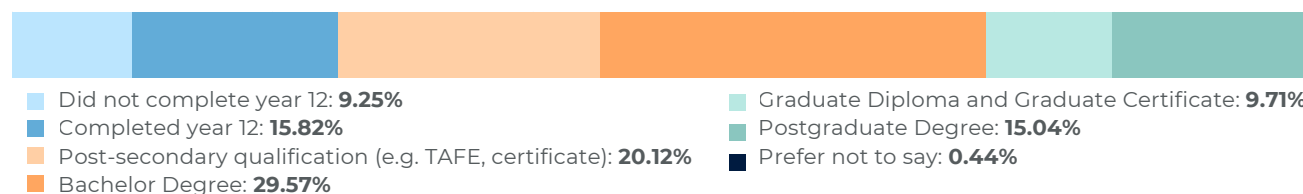
Gender



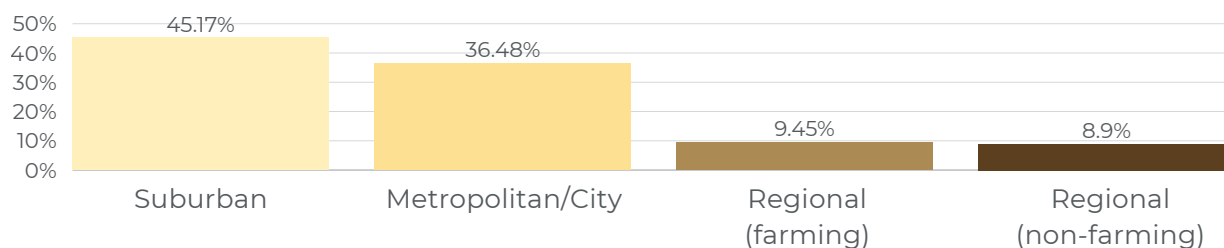
Aboriginal and Torres Strait Islander status



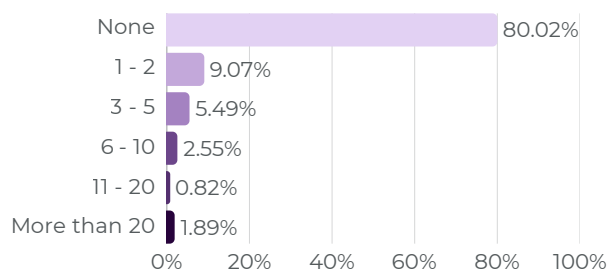
Education level



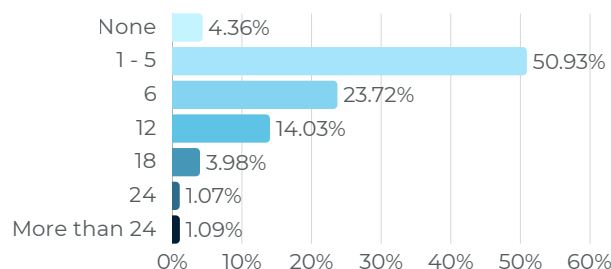
What would you say best describes the region that you live in?



How many people do you know personally who work in Australian egg industry?

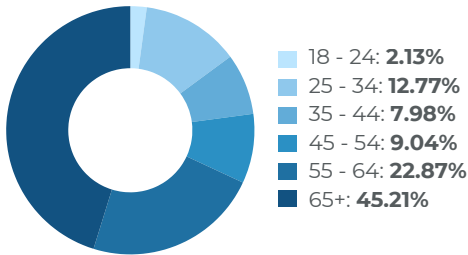


Number of eggs eaten per week

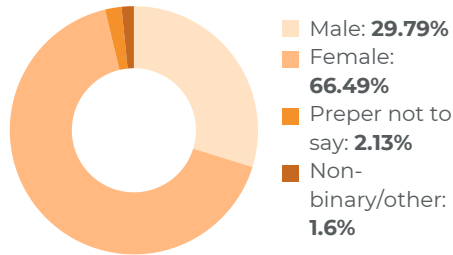


## Demographic – open public call

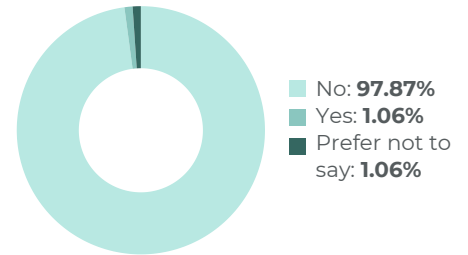
Average age



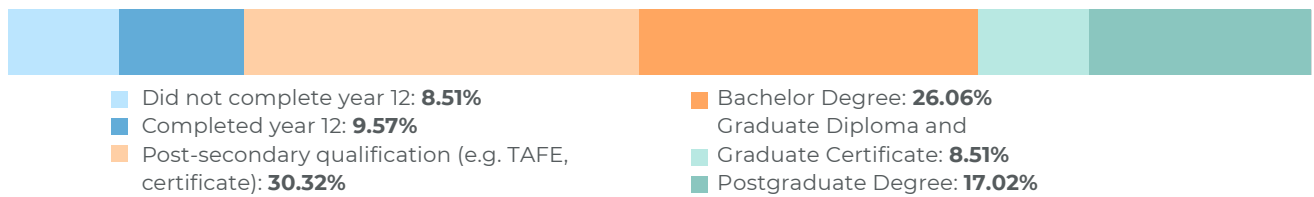
Gender



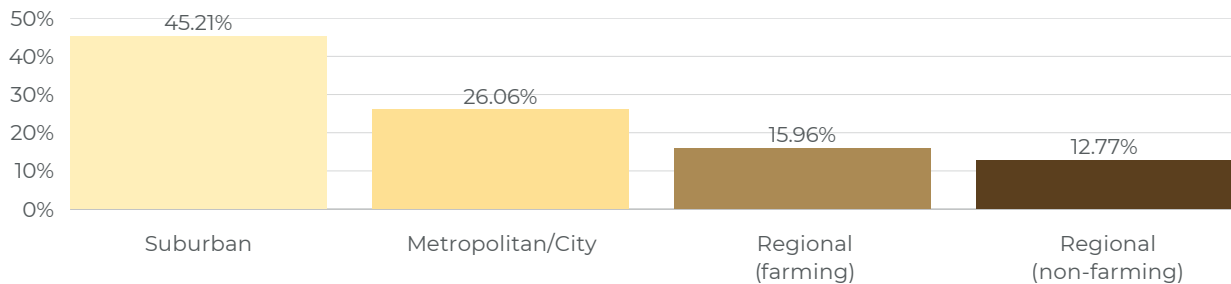
Aboriginal and Torres Strait Islander status



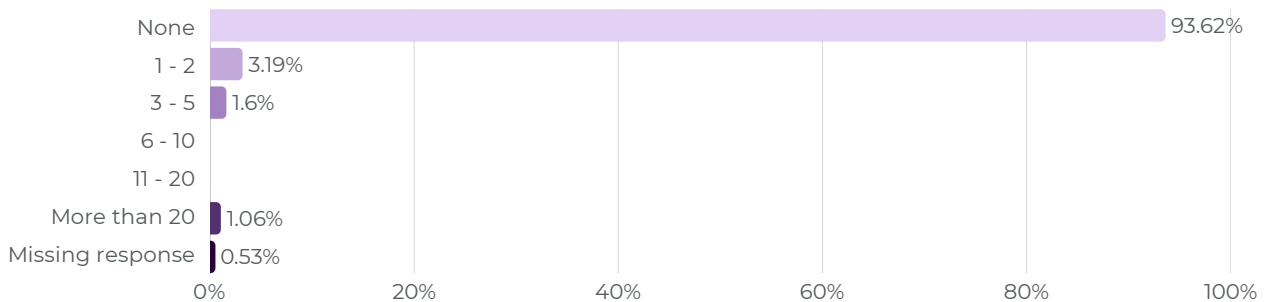
Education level



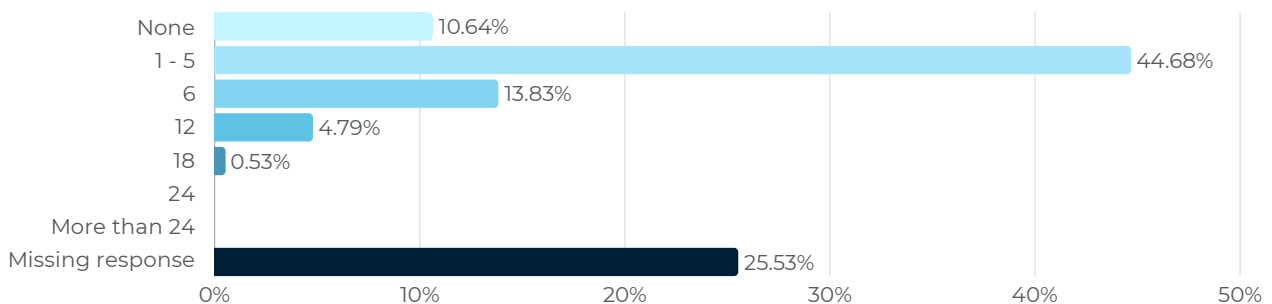
What would you say best describes the region that you live in?



How many people do you know personally who work in Australian egg industry?



Number of eggs eaten per week



“

*Eggs remain the number one source of protein and is important in the Australian diet.*

*– 2026 survey participant.*

”

“

*My household would be lost without eggs. Egg packaging and labelling is important to us.*

*– 2026 survey participant.*

”

“

*Food security in Australia is important, and the egg industry has a part to play in it.*

*– 2026 survey participant.*

”

# Trust and acceptance

*Trust and acceptance of Australia's egg industry has grown substantially since the program first began in 2018 and has now stabilised.*

Australia's egg industry benefits from a positive relationship with the community. Trust and acceptance in the industry is measured across seven key dimensions to understand perceptions of the industry's social licence to operate.

Across the four trust measures included in the 2026, Australia's egg industry received stable scores. This year, 65% of participants indicated that they trust the egg industry to act responsibly, a 1% change from 2025 (Figure 1). At a similar percentage were the measures "acts in the best interest of society" at 61% and "does what is right" at 63%, both experiencing minimal decreases from last year's survey (Figure 1). When asked if they trust the egg industry to be the best at what they do, 69% of participants agreed, the same percentage as last year (Figure 1). These findings indicate that the community trusts Australia's egg industry in multiple ways.

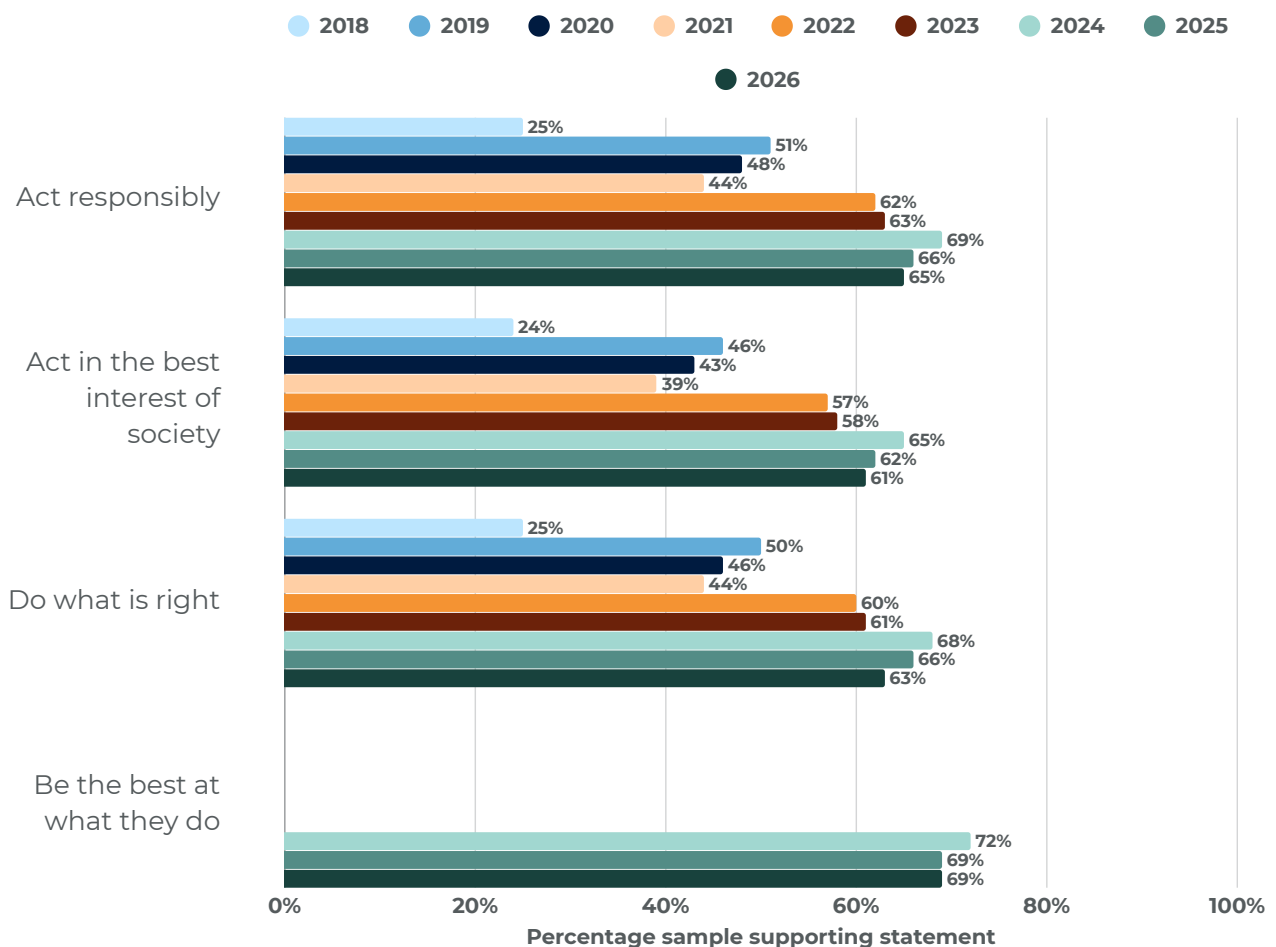


Figure 1: Percentage of agreement with individual trust items, 2018-2026.

Acceptance acts as a proxy for social licence to operate. For the egg industry, acceptance sits at 78%, a 2% increase from last year (Figure 2). Approval of the egg industry has reached 72%, the same as 2024, but notably a 3% increase from 2025 (Figure 2). Close to three-quarters of Australians support the industry at 74%, a 1% decrease from last year (Figure 2). Community acceptance, approval and support of Australia's egg industry has grown significantly since 2018, indicating a sustainable and enduring relationship between the egg industry and the Australian public.

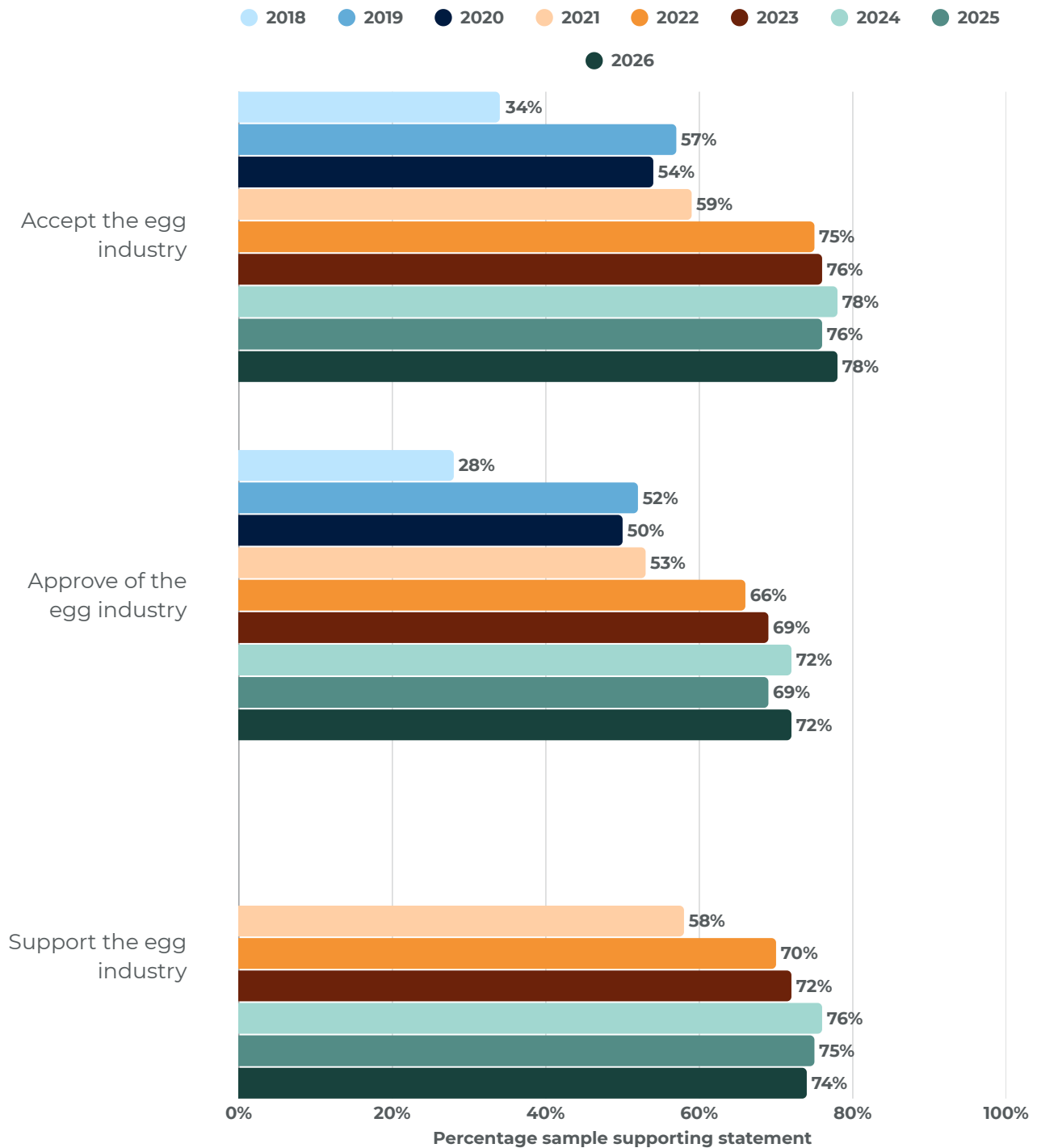


Figure 2: Percentage of agreement on individual acceptance items, 2018-2026.

# Drivers of trust and acceptance

*Trust and acceptance of Australia's egg industry is driven by five core themes: industry responsiveness, environmental responsibility, confidence in regulation, costs and benefits, and confidence in food safety.*

Being able to understand exactly what drives trust and acceptance is a key objective for the project. Through a statistical technique called path modelling, we can identify these drivers. As with previous years, trust is the strongest driver of acceptance in the industry. Drivers of trust include industry responsiveness, environmental responsibility, confidence in regulation, costs and benefits, confidence in food safety, and perceptions of change. In addition, cost and benefits, confidence in food safety, and perceptions of change were also drivers of acceptance (Figure 3).

Compared to last year, some drivers have shifted in strength while others have dropped out of this year's model. Industry responsiveness is now the strongest driver of community trust, while it was the second strongest last year. Environmental responsibility, confidence in regulation and food safety, as well as costs and benefits have been consistently identified as drivers of community trust for a number of years. Notably, successful technology is the only 2025 driver that does not appear in this year's model.

A new driver of both trust and acceptance that emerged this year was perceptions of the industry changing. This perception of change driver is an under-cutting theme of the other drivers of trust and acceptance identified this year. Positively, this driver indicates that the community have visibly seen industry action occur in response to their concerns. Continuing to demonstrate these changes will continue to strengthen the community-industry relationship.

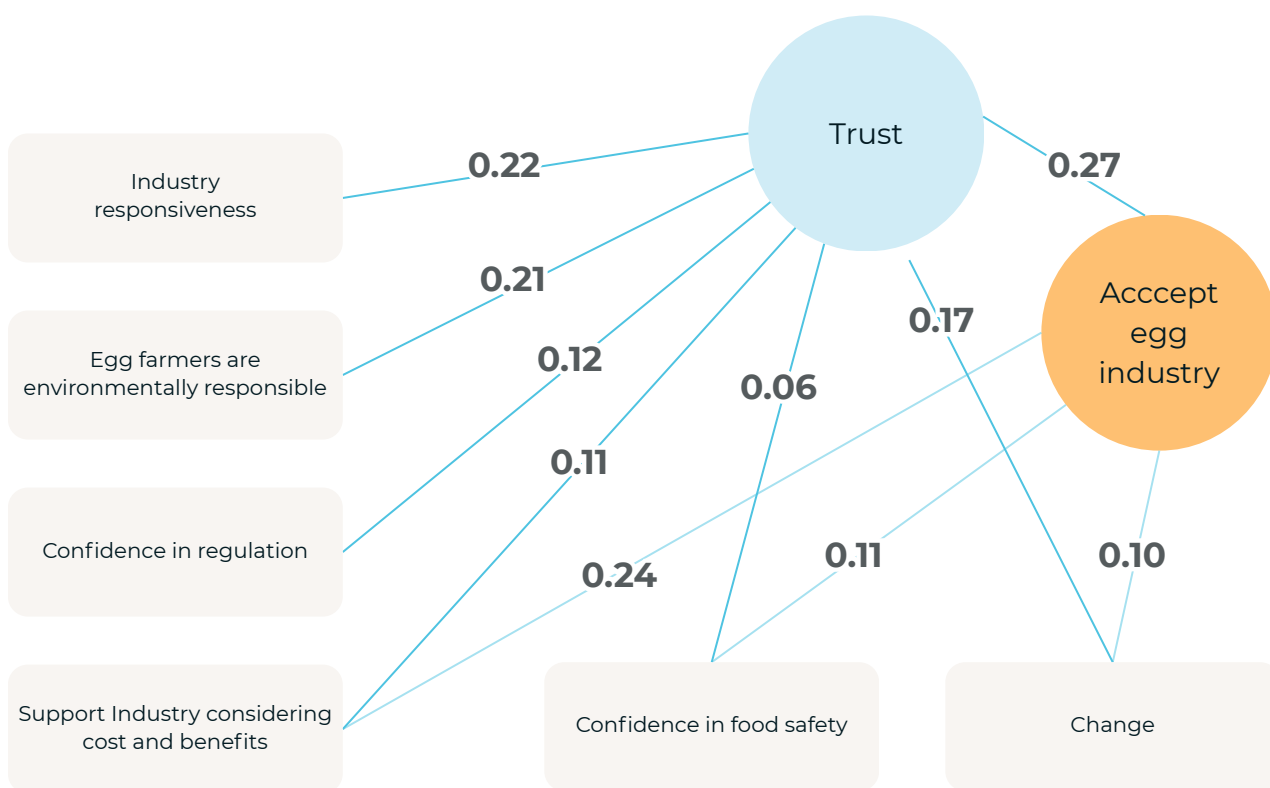


Figure 3: 2026 trust model for the Australian egg industry.

### How to read this path model:

When reading the path model, follow the lines from left to right, this indicates the direction of the relationship (e.g. trust leads to acceptance). The number on the lines denotes their importance in predicting the measure they point at; larger numbers represent stronger relationships. Blue lines represent positive relationships between measures and red lines represent negative relationships between measures. All relationships in this model are positive.

# Industry responsiveness

Industry responsiveness is the strongest driver of community trust in 2026. Across agricultural and other resource-based sectors in Australia, how responsive an industry is to community concerns plays a fundamental role in their relationship with the community. Also known as procedural fairness, perceptions of industry responsiveness are measured through two core questions:

- The Australian egg industry is prepared to change its practices in response to community concerns, and
- The Australian egg industry listens to and respects community opinions.

Industry responsiveness this year has increased slightly from 2025. For both questions, 72% of participants agreed that the egg industry listens to and respects community opinions and is prepared to change their practices in response to those opinions (Figure 4). Perceptions of industry responsiveness has been steadily climbing since the program first began in 2018, indicating that the public consistently recognise Australian eggs as engaging and responding to community concerns.

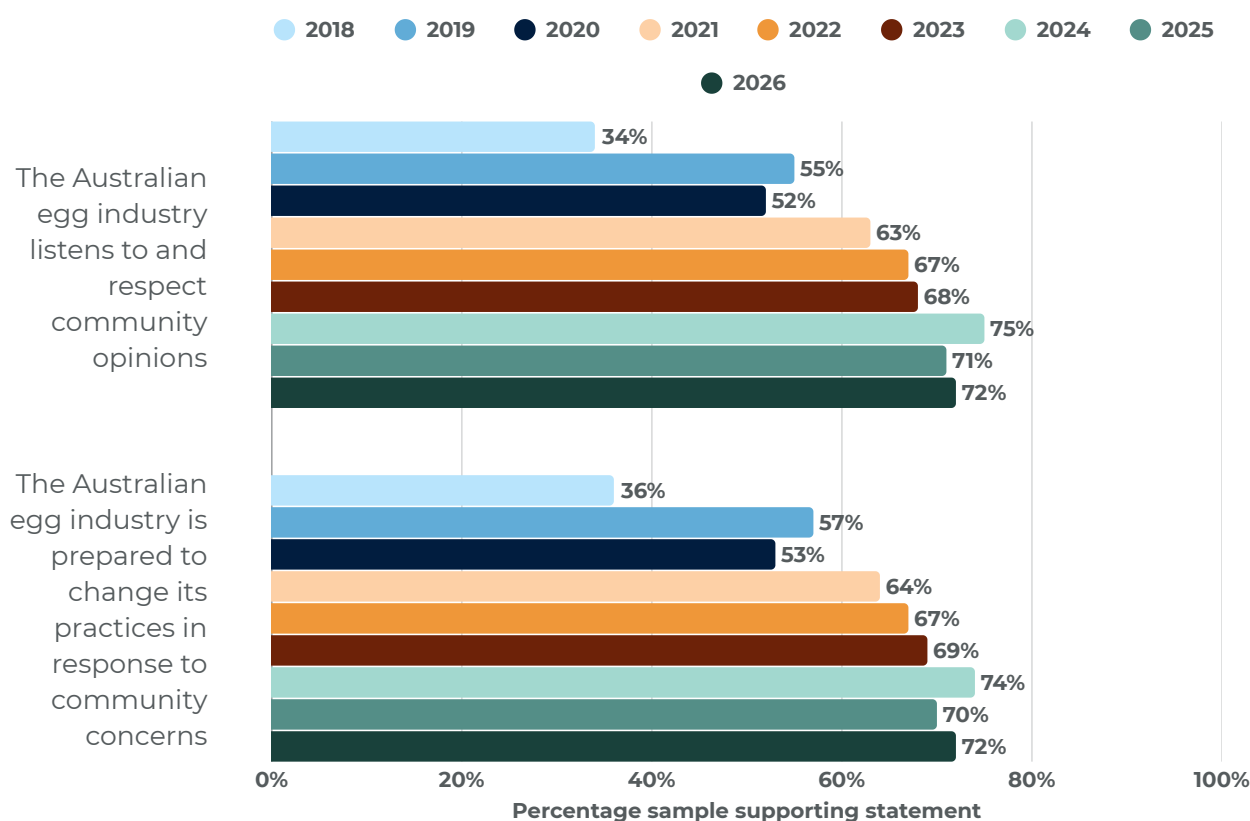


Figure 4: Percentage of agreement on individual acceptance items, 2018-2026.

# Environmental responsibility

The second strongest driver of trust in the Australian egg industry in 2026 was the extent to which egg farmers were seen as environmentally responsible. There is high agreement across all four items loading onto this driver.

Nearly three in four Australians see egg farmers as responsible stewards of the land at 74% agreement (Figure 5). This is a slight decrease from last year's score of 76%, but considerably higher than 2021 when the item was first asked (68%; Figure 5), highlighting the importance of long-term engagement with the community on environmental management.

A similar percentage of Australians agreed that the egg industry uses water responsibly at 71% (Figure 5). Agreement increased this year for the item "the egg industry is focused on reducing a reusing waste generated by egg farms" at 69%, up from 66% in 2025 (Figure 5). The role of technology as enabling the industry to be environmentally responsible was also recognised, with 71% of Australians in agreement that the industry invests appropriately in sustainable production technologies (Figure 5). Overall, perceptions that the egg industry is environmentally responsible have been stable over time.



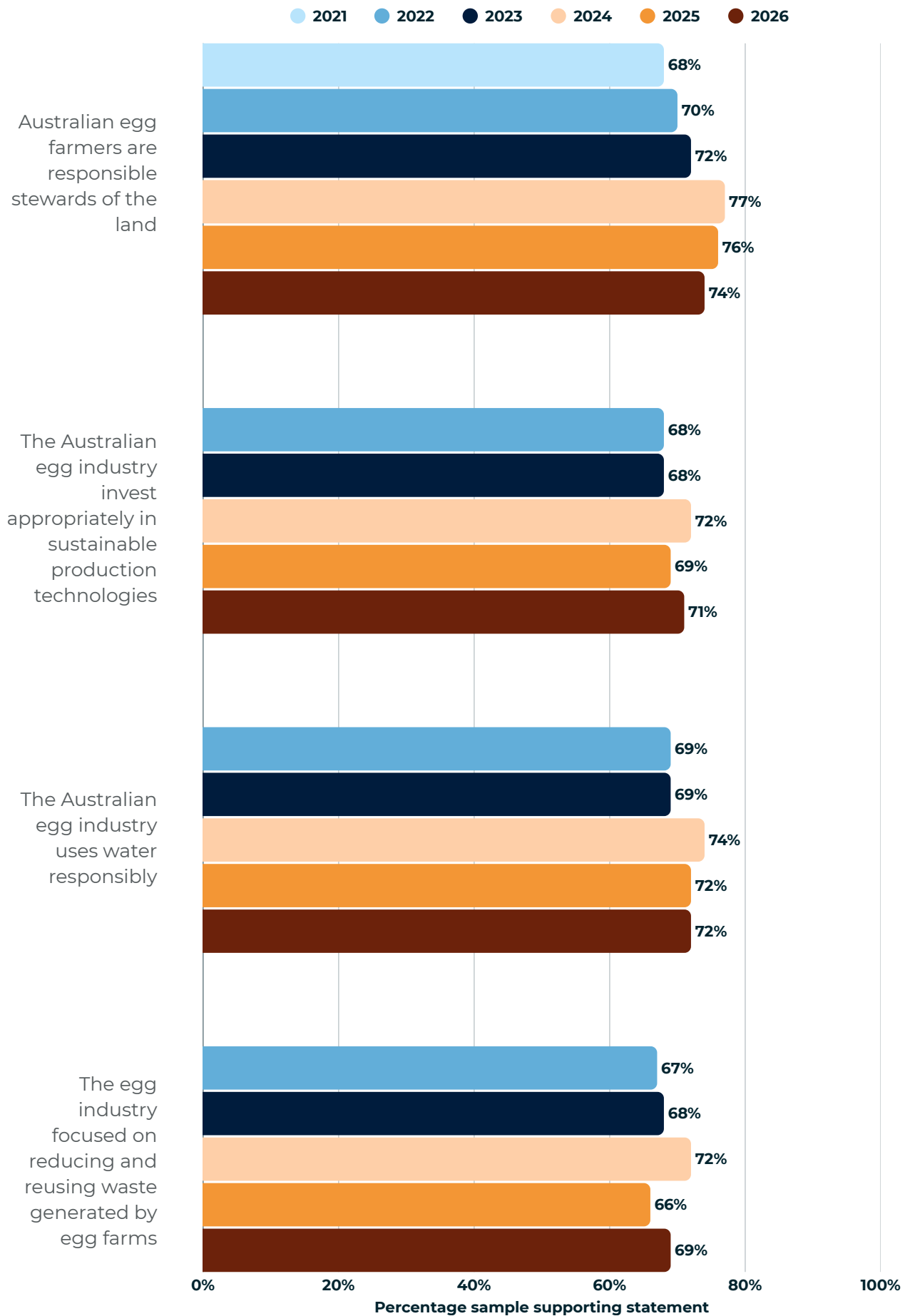


Figure 5: Percentage of agreement on environmental responsibility items, 2021-2026.

# Confidence in regulation

Australians have consistently shown strong confidence in regulation of the egg industry. Nearly all survey participants agreed that auditing egg farms is effective at making sure farmers do the right thing at 80%, while 72% agreed that egg farms in Australia are regularly audited, with both scores increasing 2% this year (Figure 6). When asked if “guidelines developed by the Australian egg industry ensure egg producers do the right thing” 78% agreed, reflecting a 45% increase since 2018 and consistent scores above 70% since 2021 (Figure 6).

There was also strong confidence in external regulation, with 74% of Australians who agreed that state and federal governments are able to hold the industry accountable (Figure 6). Confidence in regulation can also act as a mechanism for community’s trust in the industry behind the scenes in areas like hen welfare. While not a driver of trust this year, perceptions of hen welfare have remained stable over time. The more confident Australians are in regulations ensuring the industry does the right thing, the more likely they are to trust and accept the egg industry’s ongoing operations.

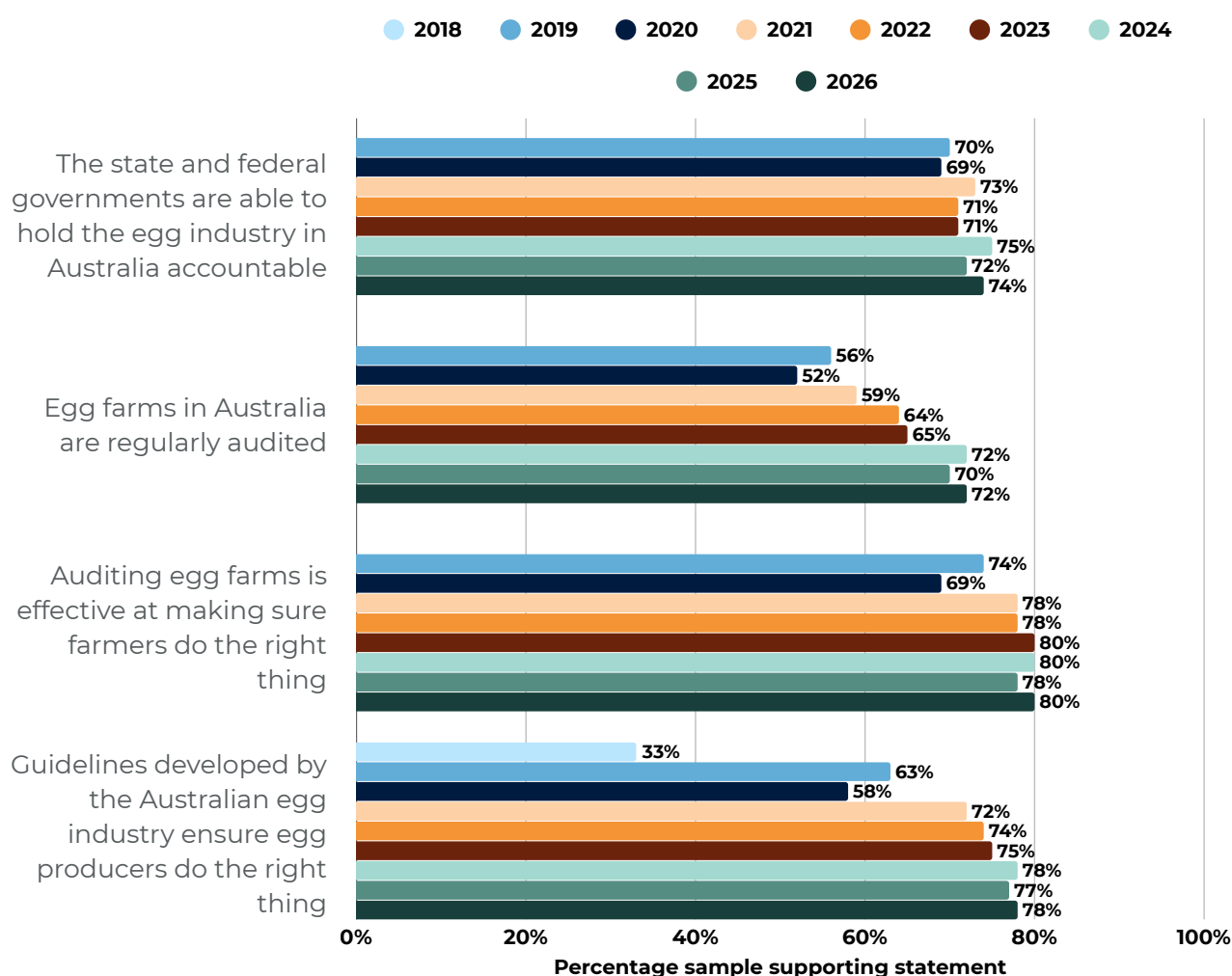


Figure 6: Percentage of agreement on confidence in regulation items, 2018-2026.

# Confidence in food safety

Much like regulation, Australians have consistently demonstrated strong confidence that food safety is being met by the egg industry. A substantial amount of community members agreed that eggs produced in Australia adhere to strict food safety standards at 84%, with stable agreement across time since 2018 (Figure 7). When asked if “the response of the Australian egg industry to outbreaks of Salmonella are effective in protecting public health” 77% agreed, the same percentage as last year (Figure 7). Confidence in food safety emerged as a driver of both trust and acceptance in the egg industry.

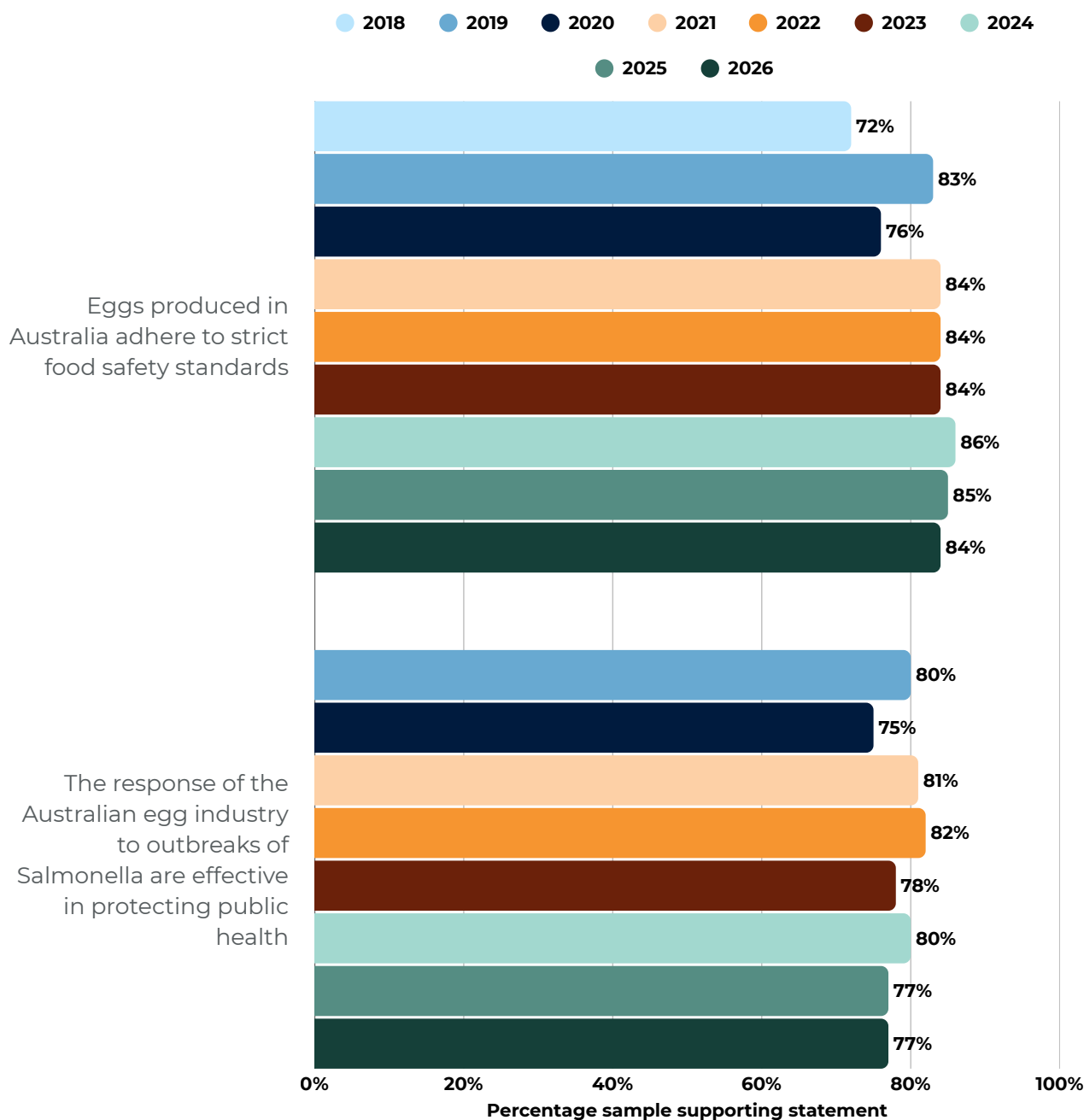


Figure 7: Percentage of agreement on confidence in food safety items, 2018-2026.

“

*As a parent, I rely on eggs as a key part of my family's diet. I hope the industry can maintain stable supply and reasonable prices, while also continuing to improve animal welfare and transparency. Clear labelling and food safety are important to me as a consumer.*

*– 2026 survey participant.*

”

“

*Eggs and farm regulations is very important to keep people safe*

*– 2026 survey participant.*

”

“

*Clear labelling helps consumers make informed choices about the eggs we buy so it should be improved.*

*– 2026 survey participant.*

”

“

*Would like clearer labelling as to what they feed their chickens e.g. corn fed.*

*– 2026 survey participant.*

”

# Considering the costs and benefits

The strongest driver of acceptance in 2026 was support for the industry when considering the negative costs (or impacts) of its operation compared to its positive benefits. In 2026, 86% of Australians indicated that they support the industry when considering the benefits and costs (Figure 8). Support for the industry has been consistently above 80% since 2021 (Figure 8), reflecting ongoing recognition by the Australian community of the egg industry's value proposition.

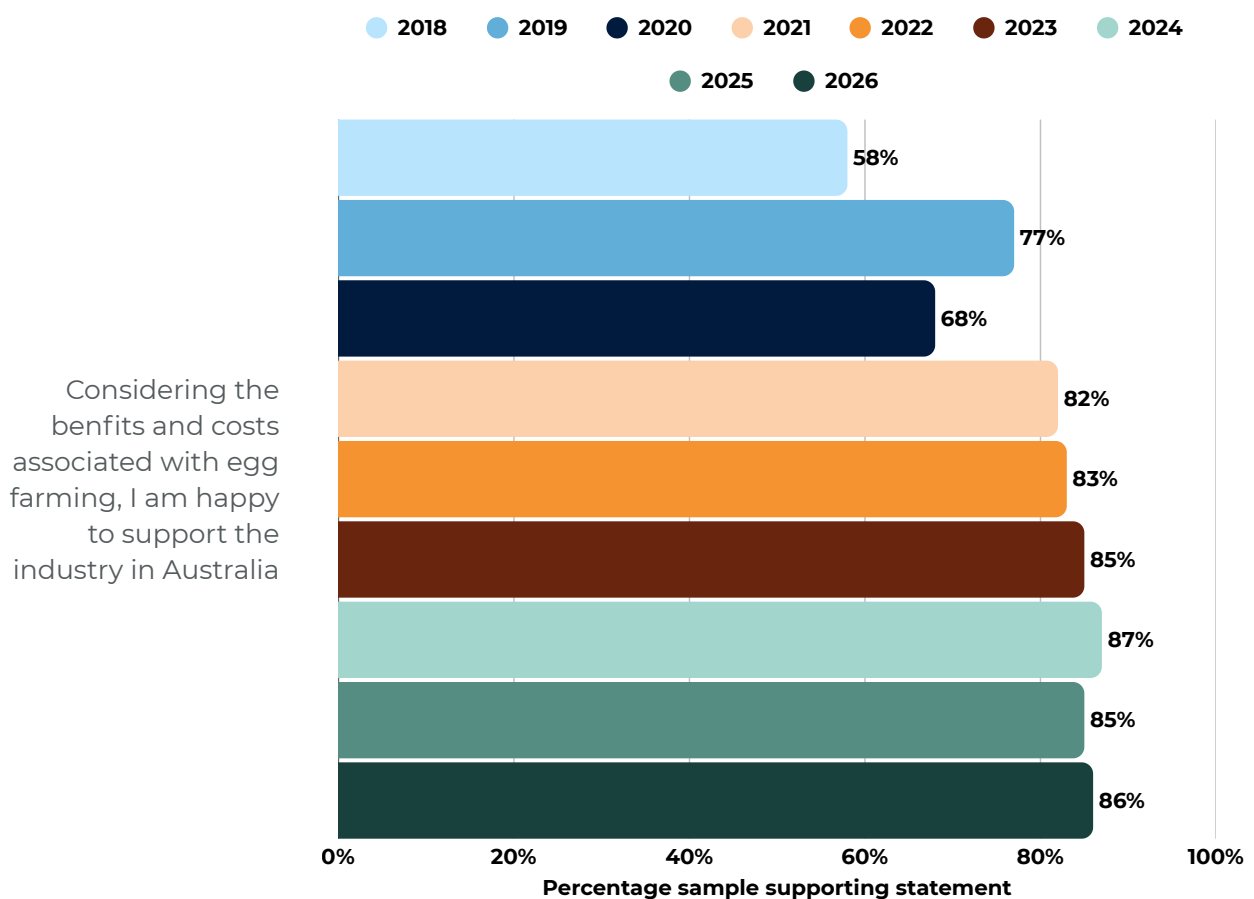


Figure 8: Percentage of agreement on cost and benefits item, 2018-2026.

The same path modelling technique used to identify trust and acceptance drivers was used to investigate what factors Australians are thinking about when they consider costs and benefits. The strongest driver was clear labelling of egg products, followed by job creation, industry importance, and eggs as an important source of nutrition (Figure 9).

Compared to last year's drivers of costs and benefits, labelling has appeared for the first time and overtaken nutritional value as the strongest driver, while both food safety and technology use have fallen out of this year's costs and benefits model. Food safety still appears as a driver of trust this year, however technology does not appear in either the trust or costs and benefits model. Perceptions of technology use, innovative farming, and influence of technology on career pathways have remained consistent over time.

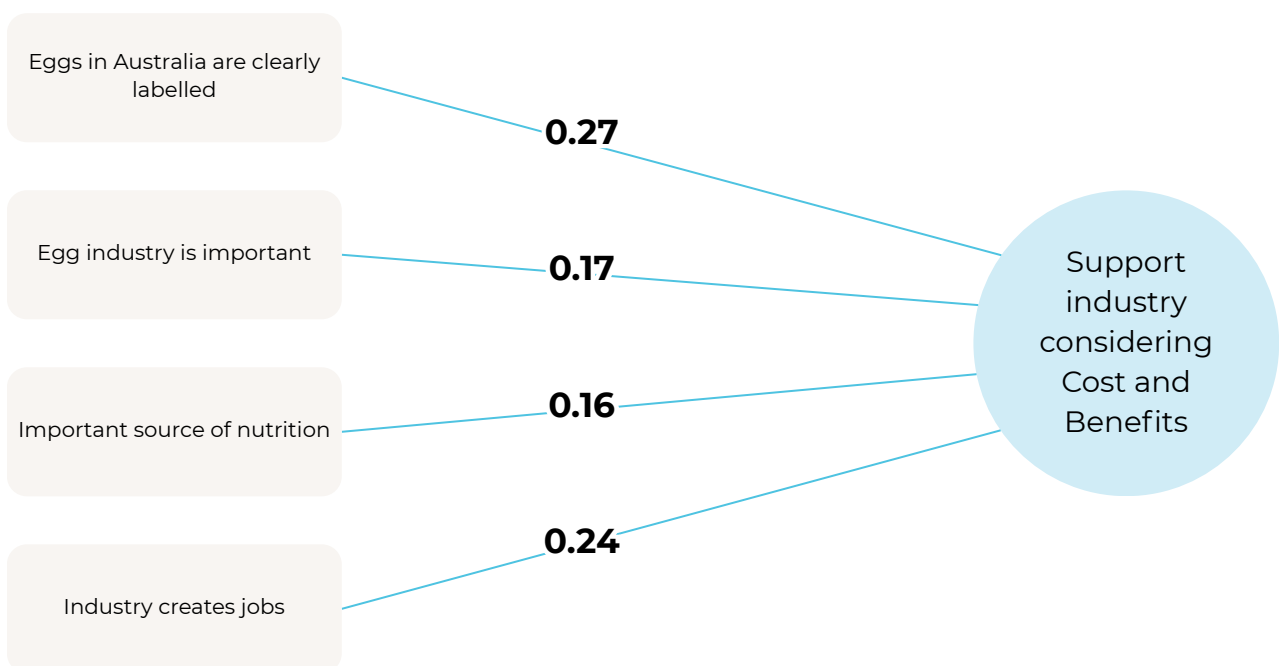


Figure 9: 2026 costs and benefits model for the Australian egg industry.

# Labelling

Labelling of egg products was the most important driver for community members when weighing up the costs and benefits of the industry. A large portion of the community agreed that labelling on egg cartons regarding production method is important to them at 83%, with the same percentage agreeing that eggs in Australia are generally clearly labelled (Figure 10). Importance of labelling has increased this year, indicating that transparency of production methods is an expectation held by the community. Most Australians agree that the industry is meeting that expectation, with 81% who agreed to the item “I trust that the egg production label (e.g. barn, free range) accurately reflects the production system” (Figure 10). As shown in Figure 10 below, Australians have consistently indicated their agreement across all three items.

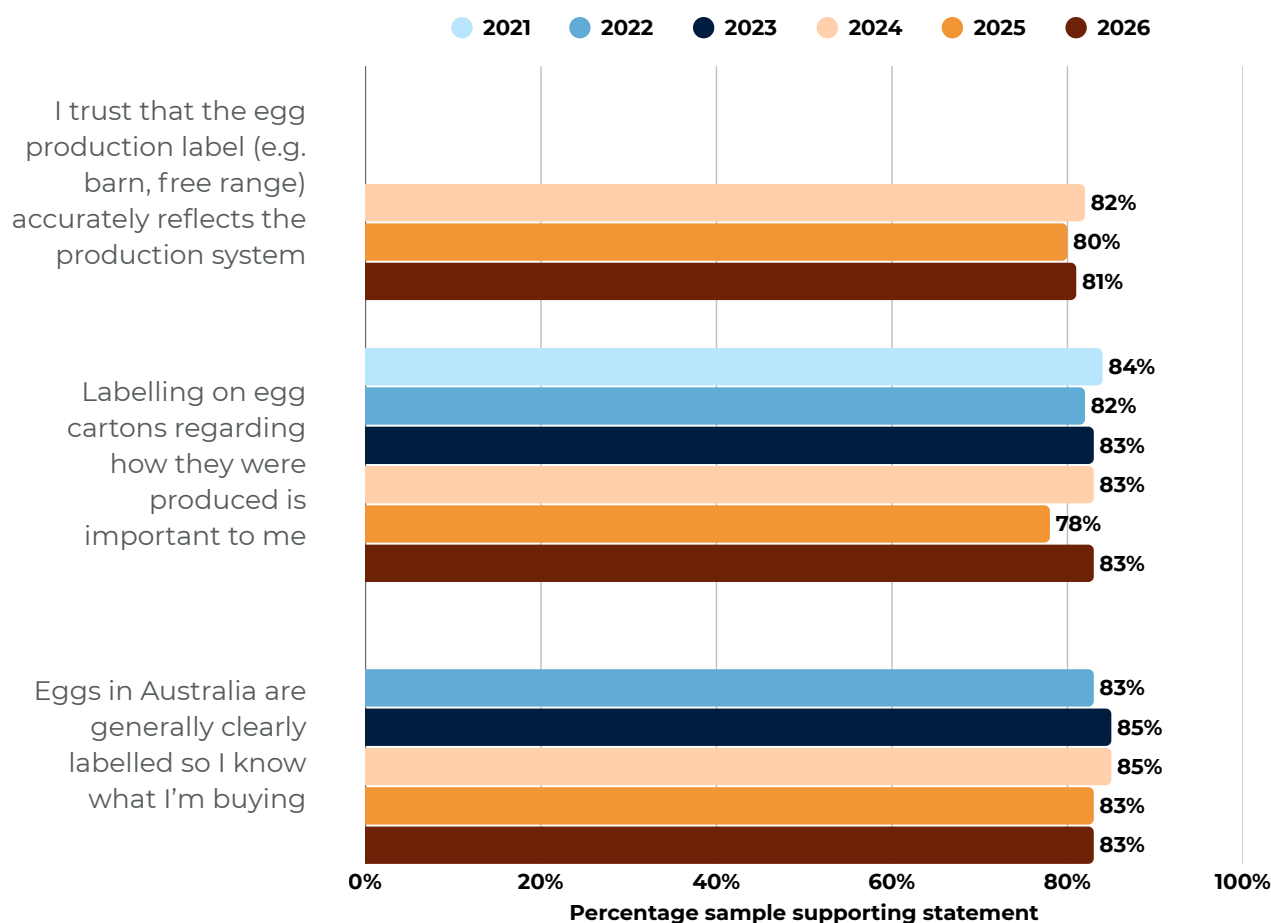


Figure 10: Percentage of agreement on labelling items, 2021-2026.

## Trust in labelling based on type of eggs bought

- There was consistently high trust that labels accurately reflect production systems across all types of eggs, with barn-bought at 84% (Figure 11). Those who don't buy eggs had low trust at 52% (Figure 11).
- Those who buy barn-produced eggs had the highest level of agreement that eggs are clearly labelled at 88%; those who don't buy eggs had the lowest level of agreement at 60%, while those who selected other were at 72% (Figure 11).
- People who buy free range (organic) place the highest amount of importance on production labels on cartons at 88%, while those who buy cage eggs place the least amount of importance at 69% (Figure 11). Interestingly, those who don't buy eggs indicate that labelling is still important to them at 76% (Figure 11) .

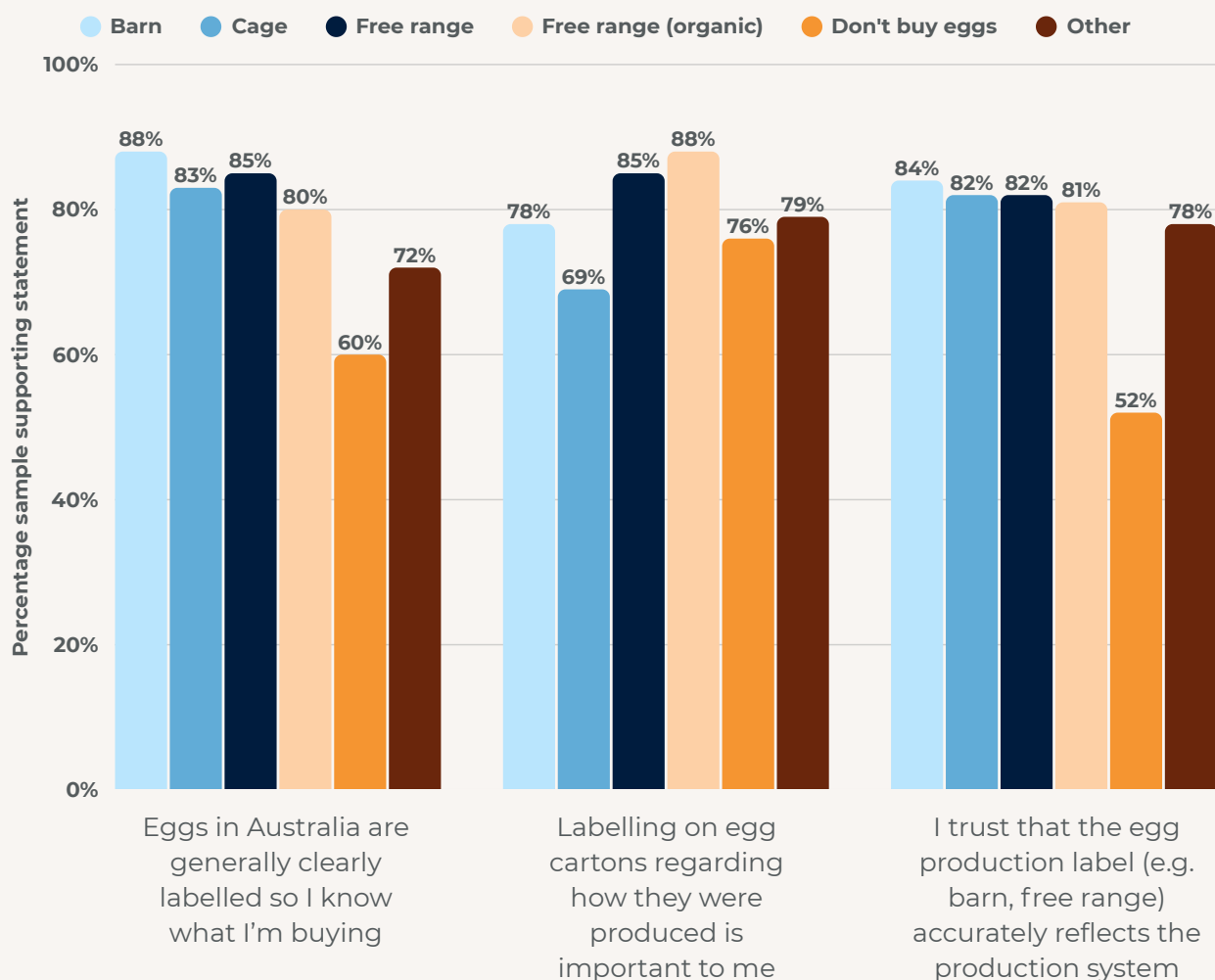


Figure 11: Labelling items by type of eggs last bought, 2026.

# Job creation

Economic contribution has played a significant role in Australia’s consideration of the costs and benefits of the egg industry over time. This year, the focus has narrowed to job creation. When asked if “the egg industry creates jobs for Australians” 83% of participants agreed, the same percentage as last year (Figure 12). Fewer Australians agreed that “jobs created by the egg industry are more important than ever right now” this year at 68% than they did last year (72%; Figure 12). These job creation items have been relatively stable over time, indicating that the community recognise the industry’s contribution to the broader workforce.

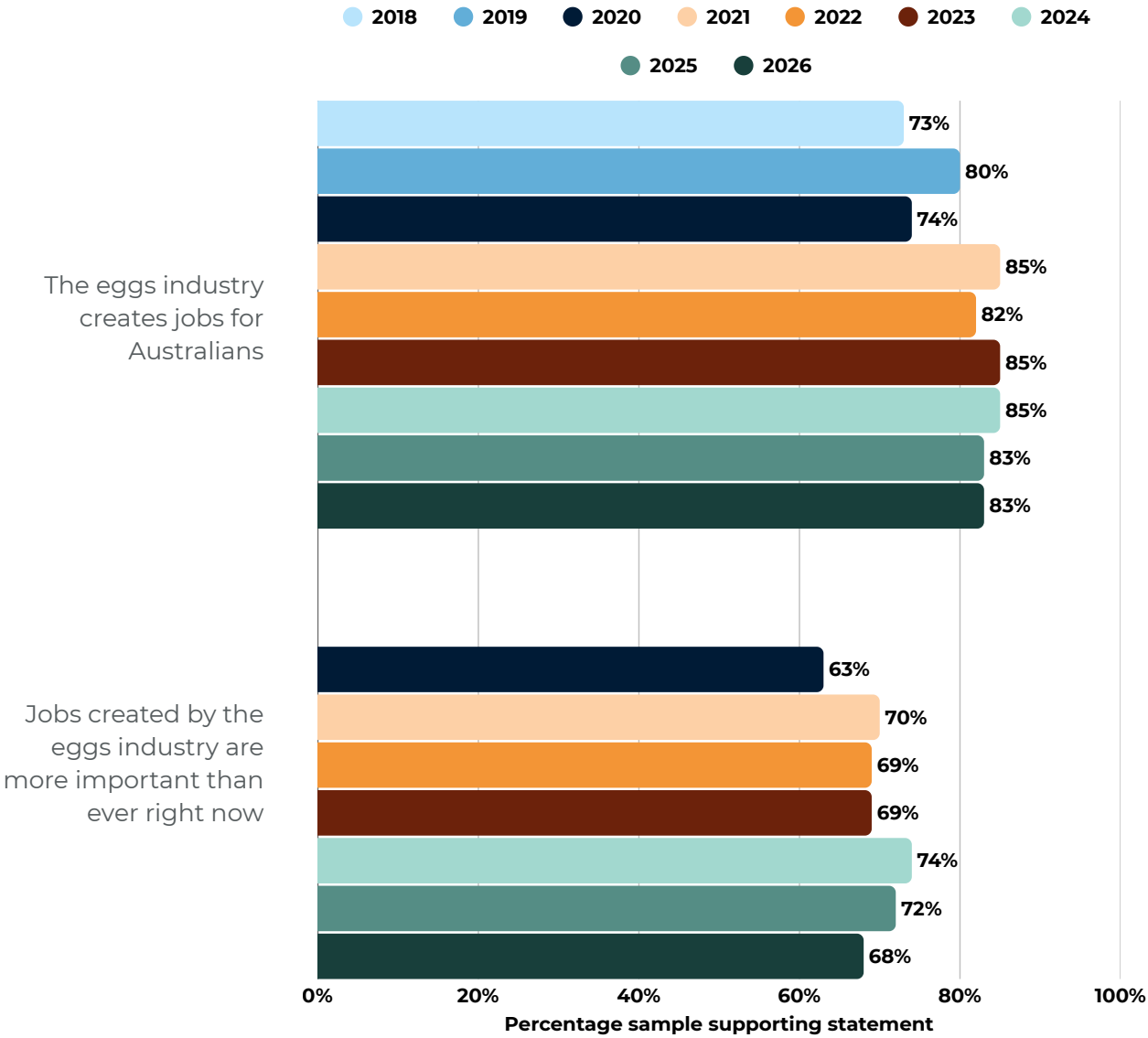


Figure 12: Percentage of agreement on job creation items, 2018-2026.

# Industry importance

For the egg industry, its importance to the Australian community is a driver of their support when considering the costs and benefits. Most Australians agreed that the egg industry is an important part of the country's agricultural sector at 85%, a 2% decrease from last year (Figure 13). When asked if egg farmers play an important role in Australian society, 84% agreed, also down 2% from last year (Figure 13). Despite these decreases, Australians have consistently recognised the value that the egg industry provides since the program began in 2018.

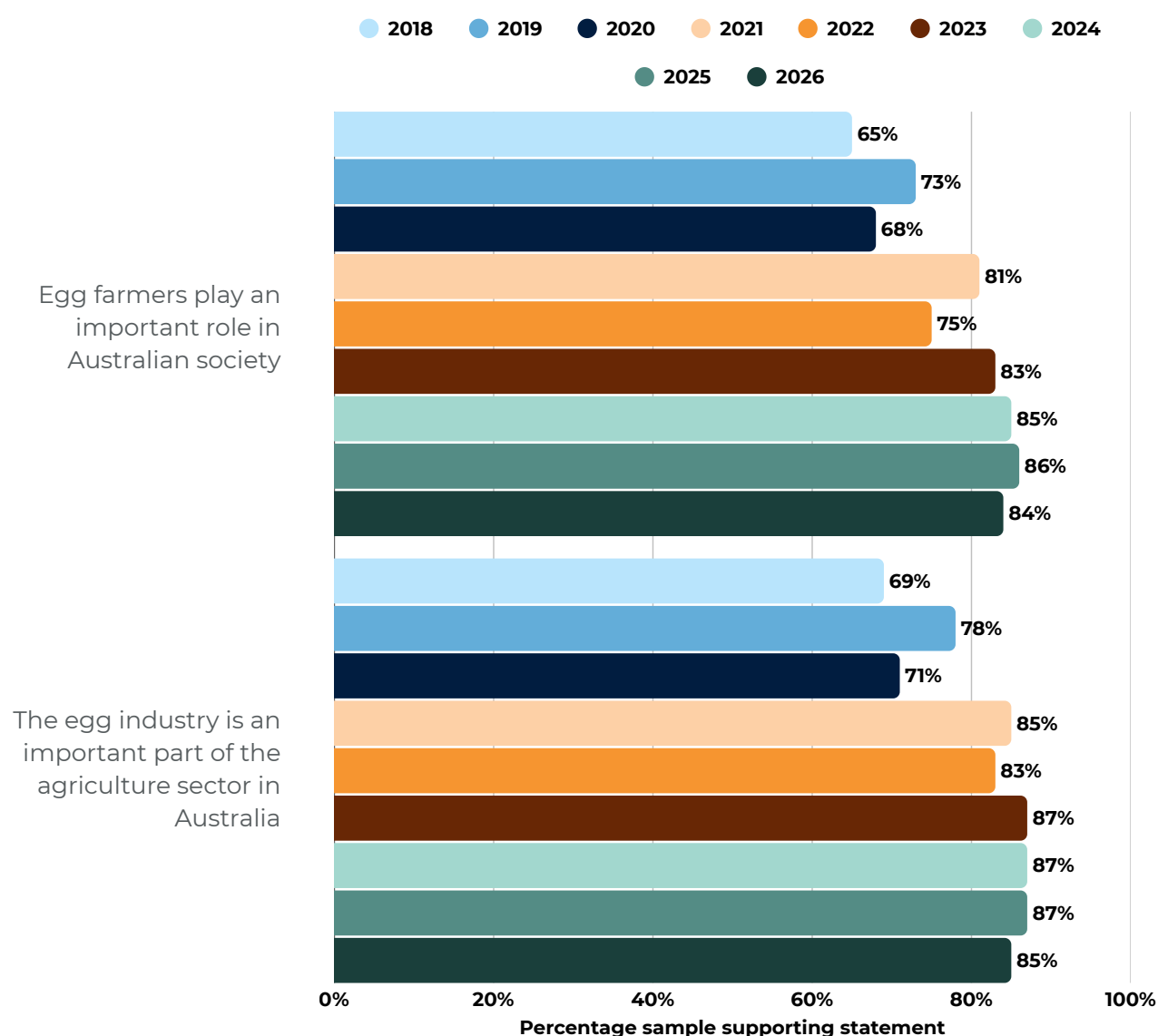


Figure 13: Percentage of agreement on industry importance items, 2018-2026.

# Nutritional value

The nutritional value of eggs was the fourth driver of support for the industry when considering the costs and benefits. An overwhelming number of Australians have consistently recognised the nutritional value of eggs since the program began. This year, 90% of participants agreed that eggs provide important nutrition to the Australian diet, the same percentage as last year (Figure 14). When asked if “Australians rely on eggs as an important staple food” 87% of participants agreed, also the same percentage as last year (Figure 14).

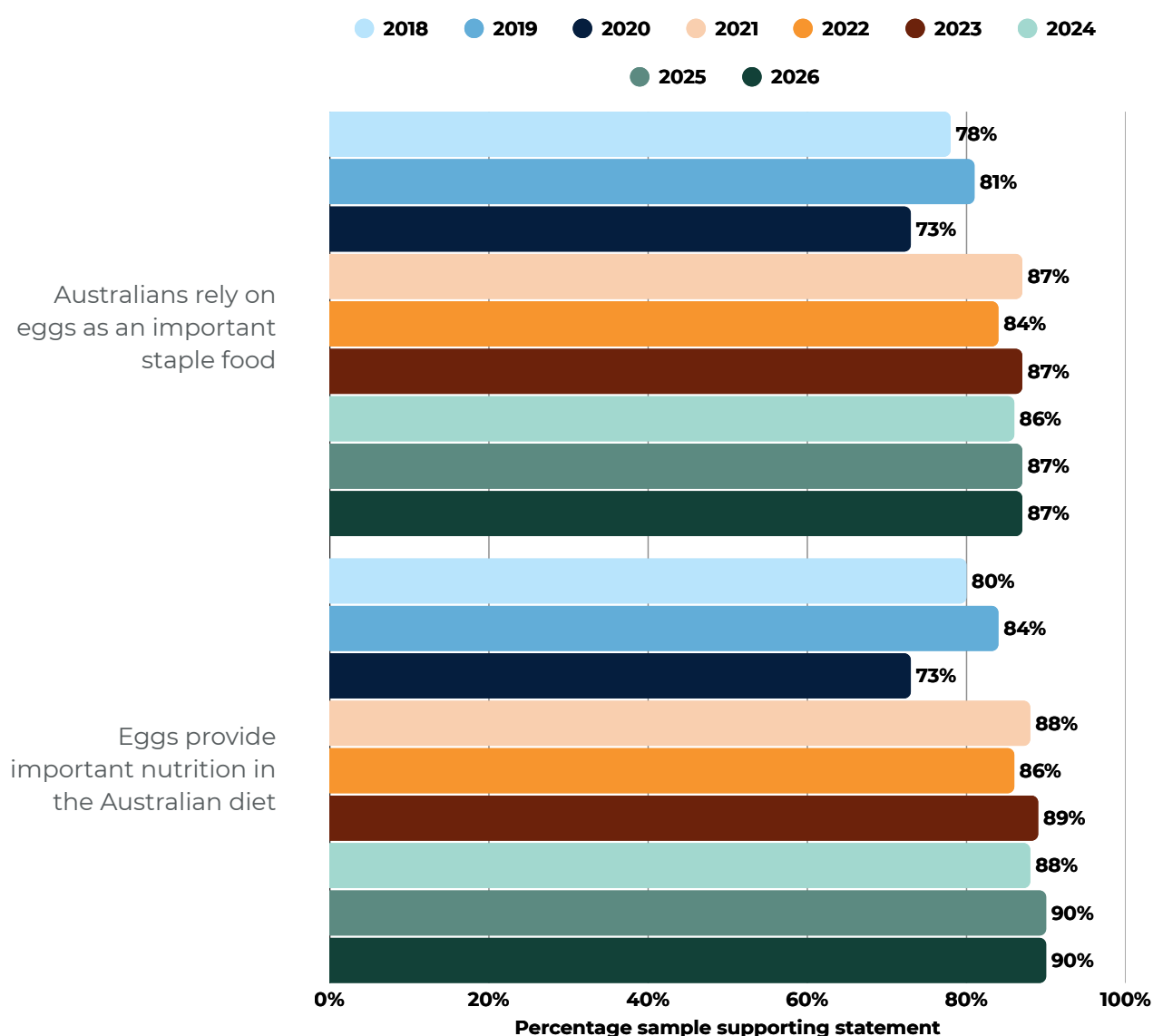


Figure 14: Percentage of agreement on nutritional value items, 2018-2026.

# Purchasing decisions when buying eggs

Alongside investigating what drives support for the industry when considering costs and benefits, participants were asked to rank the importance of various factors when they purchase eggs. Participants used a ranking scale of 1 to 5, where 1 represents the most important factor they consider and 5 the least. For the ninth consecutive year, how the eggs were produced was the most important factor at the checkout for Australians at 42% (Figure 15). Compared to last year, the percentage of Australians who indicated that price was their most important consideration when purchasing eggs has decreased from 35% to 28% this year (Figure 15), indicating that cost of living pressures may have eased.

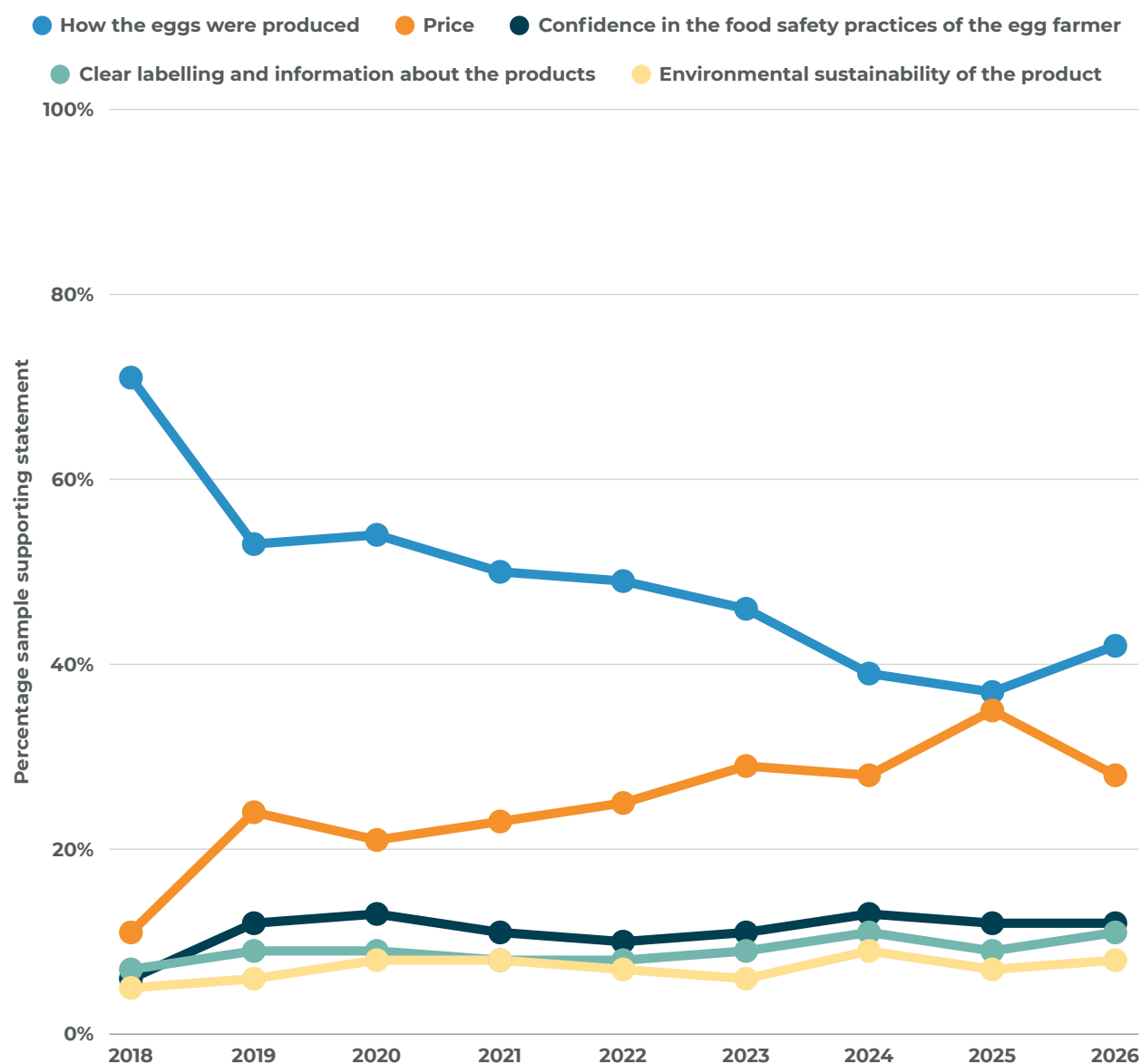


Figure 15: Percentage of first preferences for various egg purchasing considerations, 2018-2026.

## Egg affordability by production type

- The decrease in price as Australians' first consideration when purchasing eggs is likely tied to their affordability and influenced by their production type.
- In 2025, those who bought free range eggs were the least likely to agree to the statement "eggs are affordable where I live" at 46%, outside of those who don't buy eggs (45%; Figure 16). 57% of Australians who bought barn-laid eggs saw them as affordable, the most out of all production types bought (Figure 16).
- In 2026, the perception that eggs are affordable has increased for most production types. Those who buy free range (organic) eggs were the most likely to agree that their eggs were affordable at 69% (Figure 16). The greatest change between 2025 and 2026 was regarding affordability of cage eggs, which saw a 21% increase (Figure 16).
- Those who selected 'other' as the type of eggs they buy were among the least likely to agree they were affordable at 49% in 2025 and 42% in 2026 (Figure 16). However, these participants indicated that their eggs were either from their own chickens or provided by friends or family. These 'other' responses may be influenced by participants viewing these eggs as free or within the context of the cost of raising chickens.

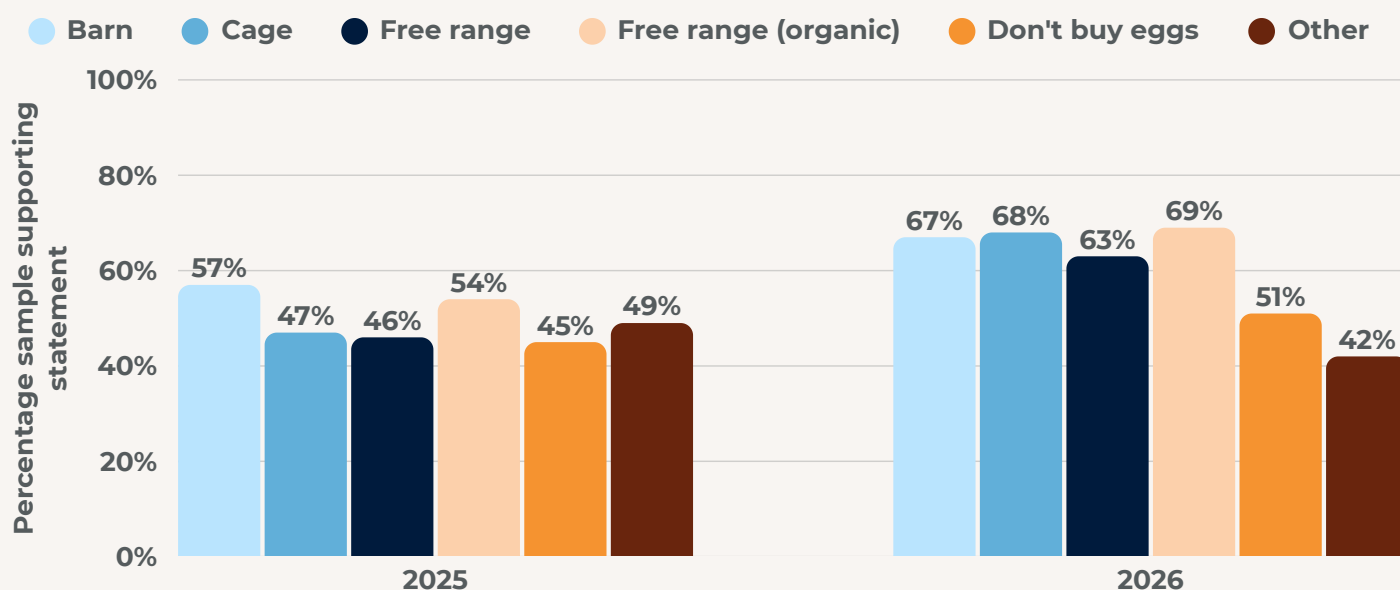


Figure 16: Percentage of agreement to the item "eggs are affordable where I live" by egg production type, 2025-2026.

# Community knowledge, information, and change

Since the program began, we have asked Australians about their level of knowledge on the egg industry. Participants were asked to rank their knowledge about how eggs are produced in Australia on a scale of 1 (limited knowledge) to 10 (extensive knowledge). This year, Australians ranked their level of knowledge at a mean score of 5.2 (Figure 17). Knowledge about the way eggs are produced has fluctuated over time. Knowledge was the highest in 2018 at 5.9, and lowest in 2023 at 4.8 (Figure 17). Knowledge in the industry is bolstered by consistently high scores about industry progress and change. More than three-quarters (77%) of Australians agreed that the industry maintains higher welfare standards than it used to; 69% see eggs as a better source of nutrition; 68% are more confident in the food safety of eggs; and 66% see eggs as a more sustainable choice now than they used to.

● Generally, how knowledgeable do you feel about the way eggs are produced in Australia?

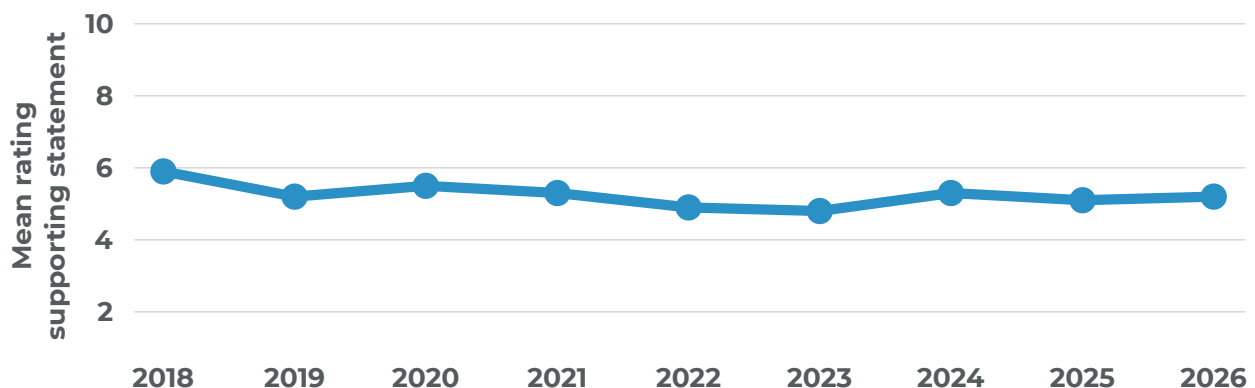


Figure 17: Mean rating of knowledge about egg production item, 2018-2026.

## Knowledge about eggs by age

- Those aged 25-34 ranked their knowledge the highest out of all groups at 5.8 this year, compared to their knowledge last year at 5.5.
- Those aged 18-24 saw the greatest increase in their knowledge between this year at 5.2 and last year at 4.8, reflecting an increase of 0.4.
- Those aged 55-64 ranked their knowledge the lowest at 4.6 in 2026. They had also ranked their knowledge the lowest out of all age groups in 2025 at 4.7.

In addition, for a second year, we asked the community about the information they see on the Australian egg industry and what they think about that information. Across all three items, agreements have decreased slightly but is not necessarily a cause of concern for the industry. Similar to last year, just over half (51%) of all community members agreed that they believe the information they see is an accurate representation of the egg industry (Figure 18). When asked if “the information I see on the egg industry in Australia often portrays them in a negative light” 37% agreed (Figure 18) while 32% were neutral and 32% disagreed to the statement. Fewer than a quarter of Australians agreed that they actively seek out information on the egg industry at 23% (Figure 18).

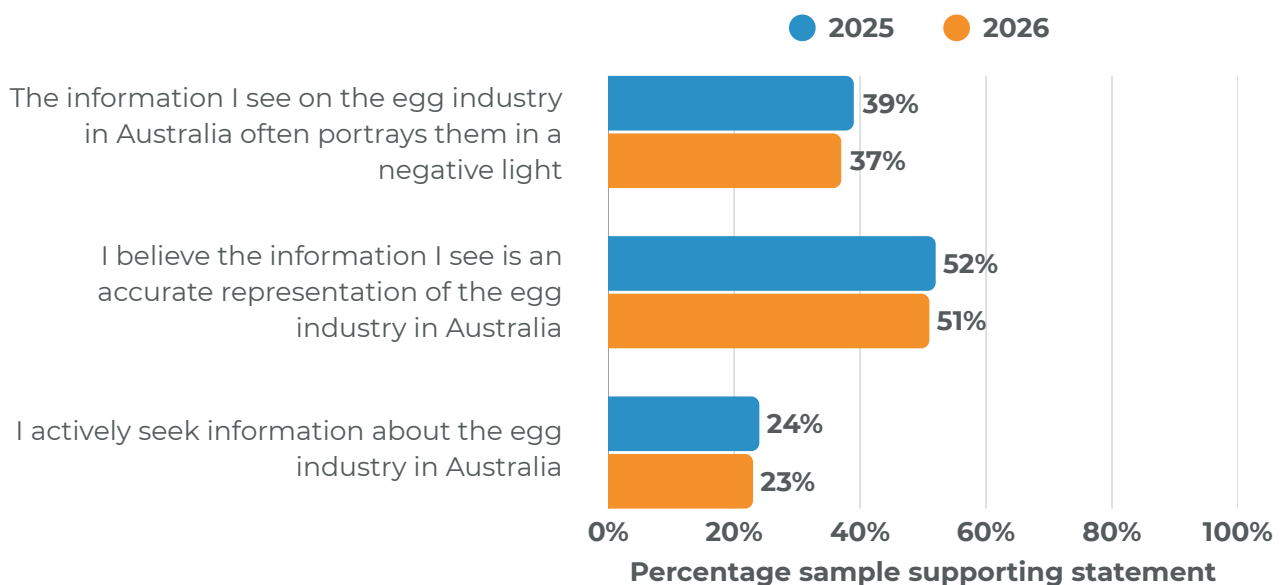


Figure 18: Percentage of agreement on information items, 2025-2026.

Participants were asked a follow up question to understand where they get their information on the egg industry from. The sources used the most was traditional media, while podcasts were used the least:

- 1.Traditional media (TV, radio, newspapers) – **29%**
- 2.Online news/websites – **21%**
- 3.Social media (e.g. Facebook, Twitter, etc) – **15%**
- 4.Personal networks (friends, family, word-of-mouth) – **11%**
- 5.Animal welfare groups (e.g. RSPCA, Animals Australia) – **7%**
- 6.Australian Eggs website – **7%**
- 7.Other – **4%**
- 8.Industry sources (associations, newsletters, events) – **2%**
- 9.AI tools (e.g. ChatGPT, Gemini, Claude) – **2%**
- 10.Work or professional networks – **2%**
- 11.Podcasts – **1%**

# Conclusion

The Australian Egg Industry Sustainability Framework Community Research, now in its ninth year, provides valuable insight into what the Australian public think about the egg industry. Trust in the industry to act responsibly remains high, while acceptance has returned to its highest ever scores. These results highlight a strong and enduring relationship between the Australian egg industry and the wider community.

This year, drivers of trust and acceptance look slightly different than they did last year. Industry responsiveness is now the most influential driver of community trust. The more the industry is seen to listen to and respond to community concerns, the more the community will trust the industry. Some areas that the industry could focus on include other drivers of trust, like demonstrating environmental responsibility and adherence to food safety standards.

Confidence in regulation was a repeat driver of trust this year. Across the board, confidence that regulation ensures the industry is doing the right thing has increased amongst the community. Continuing to demonstrate that the industry is meeting or exceeding regulatory requirements will help build further confidence and trust that the industry acts responsibly.

Support for the industry when considering the costs and benefits of its operation was the strongest driver of acceptance in 2026. Support for the industry has been consistently high for a number of years, suggesting that the community see the benefits generated by the egg industry as outweighing its costs of operation. Diving deeper, this support is shaped by clear labelling of egg products, job creation, industry importance and recognition of the nutritional value eggs provide to the national diet. In addition, how eggs are produced is the most important consideration for Australians at the checkout for the ninth year in a row, while price pressures have eased from last year.

Underscoring these perceptions is community knowledge. Throughout the program, Australians have rated their level of knowledge in the industry around the midpoint between limited and extensive throughout all nine years of the program. Perceptions that the industry have changed underly this knowledge and other drivers of trust and acceptance, with the community recognising action by industry over time. Australians generally believe that what they see is an accurate reflection of the industry and typically gain their information from traditional media sources.

This research provides the Australian egg industry with a roadmap for the year ahead. By demonstrating responsiveness, responsible environmental management, and adherence to food safety standards and other regulations, the industry can continue to foster a strong relationship with the Australian community. Through this, the egg industry can maintain and build on the support it receives from the Australian community for its continued operation.



**Phone**

1800 232 836

**Email**

[info@voconiq.com](mailto:info@voconiq.com)

**Address**

310 Edward Street,  
Brisbane, Qld  
Australia, 4000