A survey among all Flemish egg producers (60% response) about the EU-ban on conventional cages confirmed that Belgium is among the slower countries to adopt alternative housing. Rapid changes are expected in order to comply with the 2012 deadline. During 2010, conventional cages were the dominant housing system (56% housing units, 67% hens), followed by floor housing (33% housing units, 15% hens) and aviary (10% housing units, 15% hens). Colony and furnished cages were rare. Future- and market-oriented production was the most important reason for choosing a certain type of alternative system. The amount of labour and profitability were indicated as being more important among producers planning to build an alternative system compared with those with such a system in use already. A quarter of producers with conventional cages had detailed plans to convert to alternative systems (mostly aviaries, then colony cages, furnished cages and floor housing) by 2012. Many older farmers indicated that they would stop farming; others found it more profitable to delay the conversion as long as possible. Apart from hen welfare, producers expressed negative opinions (relative to conventional cages) about non-cage systems, and to a lesser extent, furnished cages. However, users of alternative systems reported being quite satisfied, except for the amount of labour and hen health. Housing system had several effects on user satisfaction: positive effect of flock size, negative effect of experience with conventional cages and of outdoor area on hen health. Although not all opinions are supported by evidence, such surveys provide feedback about the success of alternative systems in practice. This is valuable to further improve these systems and to producers who have yet to convert. Moreover, producer attitude may determine the extent to which legally imposed changes in husbandry environment result in the intended improvement of hen welfare in practice.