

TABLE 1

Awareness of Genetically Modified Foods - By Household Income and Education -

	Overall	Household Income			Education		
		Low	Middle	High	High school or less	Some university	University
Total Yes	78	66	78	85	69	79	90
Yes, a lot	29	21	29	36	23	28	39
Yes, a little	49	45	49	49	47	51	50
No	22	34	22	15	30	21	10
Base: All Respondents							
<i>"Have you ever seen, read or heard anything about genetically modified foods?"</i> <i>(If yes: "Have you heard a little or a lot?")</i>							

TABLE 2

Awareness of Genetically Modified Foods - By Region -

	Overall	BC	AB	SK/MB	ON	PQ	ATL
Total Yes	78	87	79	87	76	73	79
Yes, a lot	29	32	34	39	34	17	21
Yes, a little	49	55	45	47	42	56	58
No	22	13	21	13	24	26	21

Base: All Respondents

"Have you ever seen, read or heard anything about genetically modified foods?"
(If yes: "Have you heard a little or a lot?")

TABLE 3

**Awareness of Genetically Modified Foods
- September vs. November/December Polls -**

	Overall September	Overall November/December
Total Yes	64	78
Yes, a lot	19	29
Yes, a little	45	49
No	36	22
Base: All Respondents		
<i>"Have you ever seen, read or heard anything about genetically modified foods?" (If yes: "Have you heard a little or a lot?")</i>		

TABLE 4

Perceived Benefits of Genetically Modified Foods

	Overall
Higher yields/ Productivity/ Improved Efficiency	29
Less pesticides required	18
Quality of food - better	17
Improved nutritional value/Healthier	10
Profits for agricultural industry	6
Feed hungry/Help poor	5
Overall good/Many benefits	2
Other	13
None/No advantages	24
Unsure	11
Base: Respondents aware of genetically modified foods	
<i>"Overall, what would you say are the main benefits or advantages of genetically modified foods?"</i>	

TABLE 5

Perceived Risks of Genetically Modified Foods

	Overall
Food safety/Health concerns/Allergies	32
Impact unknown/Experimental	29
Virus/Mutations	11
Ethics/"Playing god"	5
Quality of food - worse	5
Environment/Ecology	4
Overall bad/Many risks	4
None/No disadvantages	9
Other	17
Unsure	14
Base: Respondents aware of genetically modified foods	
<i>"And what would you say are the main risks or disadvantages of genetically modified foods?"</i>	

Perceived Benefits of Genetically Modified Foods - Respondents Believing No Benefits or Risks -

	Overall	Household Income			Age (years)		
		Low	Middle	High	18 to 34	35 to 54	55 and up
No benefits	24	37	24	15	18	23	31
No risks	9	8	10	10	6	11	10

Base: Respondents aware of genetically modified foods

"Overall, what would you say are the main benefits or advantages of genetically modified foods?"

TABLE 7

Perceived Benefits and Risks of Genetically Modified Foods

	Overall
Mentioned benefit	65
Did not mention benefit	35
Mentioned risk	77
Did not mention risk	23
Base: Respondents aware of genetically modified foods	
Proportion of respondents who did not mention benefits/risks includes those saying "none" and those who were unsure	
<i>"Overall, what would you say are the main benefits or advantages of genetically modified foods?"</i>	
<i>"And what would you say are the main risks or disadvantages of genetically modified foods?"</i>	

TABLE 8**Effect of Genetically Modified Ingredients on Purchase Decision**

	Overall	Men	Women
Much more likely	<1	0	<1
Somewhat more likely	4	7	1
Somewhat less likely	25	23	27
Much less likely	43	38	46
No difference	28	33	24
TOTAL MORE LIKELY	5	7	2
TOTAL LESS LIKELY	68	61	73
Base: Respondents aware of genetically modified food			
<i>"Suppose you are shopping for food, and the food you are considering purchasing is genetically modified or contains genetically modified ingredients. Knowing that that particular food product contains genetically modified food ingredients, would this make you: Much more likely to buy the product, somewhat more likely to buy it, somewhat less likely to buy it, much less likely to buy it, or would it make no difference to your purchase choice?"</i>			