

Suppose you are food shopping in the grocery store and the food you are considering purchasing is genetically modified or contains genetically modified ingredients. Knowing that particular food contains genetically modified ingredients, would this make you much more likely to buy the product, somewhat more likely to buy the product, somewhat less likely to buy the product, or much less likely to buy the product, or would it make no difference to your purchase choice?

	Total	REGION						AGE			GENDER	
		BC	AB	SK/MN	ON	QC	Atl	18-34	35-54	55+	Male	Female
Base: All respondents												
Unweighted Base	1000	150	100	100	300	250	100	292	462	231	500	500
Weighted Base	1000	130	90	70	377	251	81	337	379	272	490	510
Much more likely	2%	1%	1%	-	3%	2%	2%	2%	1%	3%	2%	3%
Somewhat more likely	2%	2%	2%	4%	2%	1%	5%	2%	3%	3%	2%	3%
Somewhat less likely	21%	17%	16%	23%	24%	21%	23%	24%	20%	20%	23%	20%
Much less likely	41%	56%	39%	26%	41%	44%	32%	35%	46%	42%	39%	44%
No difference	32%	24%	41%	47%	28%	32%	38%	36%	29%	30%	34%	29%
(DK/NS)	1%	-	1%	-	1%	1%	1%	1%	1%	1%	1%	1%
SUMMARY												
TOP2BOX (Much /Somewhat more likely)	4%	3%	3%	4%	6%	3%	6%	4%	4%	6%	4%	5%
LOW2BOX (Somewhat/Much less likely)	63%	73%	56%	49%	65%	64%	55%	59%	67%	63%	61%	64%

Now, thinking some more about genetically modified foods, which of the following two statements is closest to your point of view?

	Total	REGION						AGE			GENDER	
		BC	AB	SK/MN	ON	QC	Atl	18-34	35-54	55+	Male	Female
Base: All respondents												
Unweighted Base	1000	150	100	100	300	250	100	292	462	231	500	500
Weighted Base	1000	130	90	70	377	251	81	337	379	272	490	510
Embrace this technology/Give us competitive advantage	45%	38%	49%	50%	46%	42%	46%	50%	43%	41%	48%	41%
Stay away from this technology/Could hurt our international trade	50%	58%	47%	46%	48%	52%	43%	46%	51%	51%	46%	54%
(DK/NS)	6%	4%	4%	3%	6%	6%	11%	4%	6%	8%	6%	6%