

“Public Sentiment About Genetically Modified Food”

A study conducted by
The Mellman Group, Inc./Public Opinion Strategies

Pew Initiative on Food and Biotechnology
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Following are the topline results of a national telephone survey conducted by The Mellman Group, with collaboration from Public Opinion Strategies, on behalf of the Pew Initiative on Food and Biotechnology. A sample size of 1001 Americans over the age of 18 were polled between January 22 and January 26.

1. How much responsibility do you have for making your household’s shopping decisions—are you completely responsible, partly responsible, or not at all responsible for your household’s shopping decisions?

completely.....	50
partly	43
not at all	7
dk	0

Overall, do you have a very favorable, somewhat favorable, somewhat unfavorable, or very unfavorable impression of _____? **[READ FROM LIST BELOW]** If you haven't heard of that item {6}, or if you don't know enough to have an impression,{5}, just say so and we will move on.

	very fav	smwt fav	smwt unfav	very unfav	don't know	never heard
[ROTATE BY QUESTION Q.2-Q.5]						
SPLIT SAMPLE A						
2. __Genetically modified foods.....	5	16	17	27	22	15
SPLIT SAMPLE B						
3. __Biotechnology used in food production.....	7	18	16	14	25	19
RESUME ASKING EVERYONE						
4. __Irradiated foods	5	12	10	15	22	36
5. __Organic foods.....	26	38	10	5	15	5

I'm going to list some things people tell us they are concerned about when it comes to food safety. After each, please tell me whether it is one of the things that worries you most about food safety, whether it worries you a great deal, some, not too much, or not at all. If you are not sure, please say so and we'll go on.

	One of The most	Great deal	Some	Not too much	Not at all	DK
ROTATE BY QUESTION Q.6-Q.13						
SPLIT SAMPLE A						
6. __Biotechnology being used in the production of food.....	15	17	30	16	11	11
SPLIT SAMPLE B						
7. __Genetically modified foods.....	17	17	27	13	16	11
RESUME ASKING EVERYONE						
8. __Chemicals and fertilizer being used in the production of food.....	20	26	32	11	10	1

9. __Listeria [LIS-teer-e-a].....	14	11	15	6	8	47
10. __irradiation [EAR-ray-dee-ay-shun]	15	17	18	8	13	29
11. __food poisoning	35	32	17	10	6	1
12. __salmonella [SAL ma NELLA]	33	33	18	7	6	2
13. __food freshness	33	38	18	5	5	1

SPLIT SAMPLE A

14. How much have you seen, read or heard recently regarding the use of biotechnology in the production of food that is sold in grocery stores? Have you read, seen or heard a great deal, some, not too much, or nothing at all recently regarding the use of biotechnology in the production of food that is sold in grocery stores?

Great Deal	10	45	
Some	35		
Not too much	30		
Nothing at all	24	53	SKIP TO Q.17
Don't Know	2		SKIP TO Q.17

SPLIT SAMPLE B

15. How much have you seen, read or heard recently regarding genetically modified food that is sold in grocery stores? Have you heard a great deal, some, not too much, or nothing at all recently regarding genetically modified food that is sold in grocery stores?

Great Deal	9	44	
Some	35		
Not too much	29		
Nothing at all	25	54	SKIP TO Q.17
Don't Know	1		SKIP TO Q.17

[ASK Q.16 ONLY IF Q.14/Q.15=1,2,3]

16. Do you favor or oppose the introduction of genetically modified foods into the US food supply? **[IF FAVOR/OPPOSE]** Is that strongly/not strongly?

Strongly Favor	8	26
Not so strongly favor	18	
Not so strongly oppose	23	
Strongly oppose	35	58
DK/No opinion	16	

RESUME ASKING EVERYONE

17. How likely would you be to eat genetically modified foods? Would you be very likely, somewhat likely, not too likely, or not at all likely to eat genetically modified foods?

Very likely	10	38
Somewhat likely	29	
Not too likely	23	
Not at all likely	31	54
DK.....	8	

18. As far as you know, have you ever eaten genetically modified foods?

Yes	19
No	62
DK.....	19

19. When you go to the grocery store how important is it to you to know whether a product contains genetically modified agricultural products? Is it very important, somewhat important, not too important, or not at all important for you to know whether a product contains genetically modified agricultural products?

Very important.....	46	75
Somewhat important.....	29	
Not too important.....	11	
Not at all important.....	10	21
DK.....	4	

20. To the best of your knowledge, how much of the food in a typical American grocery store is genetically modified -- that is, food modified through biotechnology – or contains genetically modified ingredients?

Less than 25 percent	38
Between 25 percent and 50 percent.....	22
Between 50 percent and 75 percent.....	10
More than 75 percent	4
DK.....	25

21. Do you think genetically modified foods are basically safe, basically unsafe, or don't you have an opinion on this? **[IF SAFE/UNSAFE]** Do you believe that strongly or not so strongly?

Strongly safe	12	29
Not so strongly safe	17	
Not so strongly unsafe	9	
Strongly unsafe	15	25
DK/No opinion	46	

22. Now, as you may know, more than half of products at the grocery store are produced using some form of biotechnology or genetic modification. Knowing this, do you think genetically modified foods are basically safe, basically unsafe, or don't you have an opinion on this? **[IF SAFE/UNSAFE]** Do you believe that strongly or not so strongly?

Strongly safe	23	48
Not so strongly safe	24	
Not so strongly unsafe	8	
Strongly unsafe	14	21
DK/No opinion	31	

Now I'm going to read you a list of organizations from which you can get information about genetically modified foods. After each, please tell me how much you trust what each organization says about genetically modified foods. Do you trust what they have to say about genetically modified foods a great deal, some, not too much, or not at all? If you have never heard of the organization, or don't know, please say so and we'll move on.

	Great deal	Some	Not too much	Not at all	DK/nvr hrd
ROTATE BY QUESTION Q.23-Q35					
23. __The Food and Drug Administration, or FDA	41	44	7	8	1
24. __The Environmental Protection Agency, or EPA.....	33	48	9	8	2
25. __Grocery stores	9	51	22	15	2
26. __Farmers	34	48	9	6	2

27. __ Environmental groups.....	23	51	12	11	3
28. __ Food Safety groups	32	54	7	4	3
29. __ Food manufacturers	8	44	24	23	2
30. __ Consumer groups	21	56	11	9	4
31. __ Scientists and Academics	33	49	8	7	4
32. __ Local community leaders.....	6	46	23	22	4
33. __ Research centers	28	54	9	5	3
34. __ Friends and family	37	43	11	7	2
35. __ Elected officials	3	30	25	39	2

36. Do you favor or oppose scientific research into genetic modifications of food? **[IF FAVOR/OPPOSE, ASK:]** Is that strongly or not so strongly?

Strongly favor	37	65
not strongly favor.....	28	
not strongly oppose.....	10	
strongly oppose.....	15	26
don't know	10	

37. Have you heard any stories in the news recently about genetically modified foods?

Yes	35
No	63
DK.....	2

38. Recently, a number of food companies recalled taco shells and other corn products from grocery stores because they were found to contain a type of genetically modified corn that had not been cleared for human consumption. How much if anything have you happened to hear about this? Have you heard a great deal, some, not too much, or nothing at all?

Great Deal	24	57
Some	33	
Not too much	11	
Nothing at all	31	42
Don't Know	1	

39. How concerned are you about this food recall? Are you very concerned, somewhat concerned, not too concerned, or not at all concerned?

Very concerned	41	73
Somewhat concerned	33	
Not too concerned.....	15	
Not at all concerned	11	25
Don't know	1	

40. **[ASK ONLY IF Q.38=1,2,3]** Have you changed your food purchasing habits as a result of this recall?

Yes	22
No	77
DK.....	1

RESUME ASKING EVERYONE

41. How much, if anything, have you heard in the news recently about genetically modified rice that might help reduce cases of children’s blindness in the developing world? Have you happened to hear a great deal, some, not too much, or nothing at all?

Great Deal	3	17
Some	14	
Not too much	11	
Nothing at all	71	82
Don’t Know	1	