

Frequencies (n=1000)
Pew Initiative on Food and Biotechnology
National Survey
The Mellman Group, Inc.
Public Opinion Strategies, Inc.
September 27, 2004

Hello. My name is _____. I'm calling long distance from _____. We are conducting a public opinion survey and I would like to ask you some questions. We are not selling anything, and I won't ask you for a contribution or donation. Could I please speak with the (male/female) 18 or older in your household who celebrated a birthday most recently?

male.....48
female52

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.....60
partly35
not at all5
dk (VOL).....0

[SPLIT SAMPLE A]

2. 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 seen, read 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.....9	35	ASK Q.4
Some25		ASK Q.4
Not too much17		ASK Q.4
Nothing at all45	63	SKIP TO Q.5
Don't Know (VOL).....3		SKIP TO Q.5

[SPLIT SAMPLE B]

3. How much have you seen, read or heard recently regarding genetically modified food that is sold in grocery stores? Have you seen, read or 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.....8	32	ASK Q.4
Some24		ASK Q.4
Not too much23		ASK Q.4
Nothing at all42	65	SKIP TO Q.5
Don't Know (VOL)2		SKIP TO Q.5

Currently, the FDA does not require companies to prove that conventional foods are safe before they can be sold on the market, and companies can bring new conventionally produced foods to the market without prior approval from the FDA. The FDA can act to take a food off the market if there's a safety problem.

Now I'm going to read you some goals that people have set out for the regulation of genetically modified foods. After each I'd like you to tell me whether you favor or oppose that goal. If you aren't sure how you feel about a goal, just say so and we will go on.

[IF FAVOR/OPOSE] Is that strongly (favor/oppose) or not strongly (favor/oppose)?

[ROTATE Q.12 TO Q.20/21]

	strg fav	not strg fav	not strg opp	strg opp	dk
12. __Streamlining the process so that new advances in genetically modified food are brought to market as soon as possible.....	17	20	20	30	12
13. __Requiring the FDA to approve any genetically modified food as safe before it goes to market, even if it causes substantial delays.....	65	16	6	9	4
14. __Prohibiting any genetically modified food from being sold in the United States, even if the FDA believes it is safe.....	19	17	21	34	10

[SPLIT SAMPLE A]

15. __Ensuring that all genetically modified foods are safe before they come to market	71	14	3	7	3
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[SPLIT SAMPLE B]

16. __Removing any genetically modified food deemed to be unsafe after it has come to market.....	75	10	5	8	2
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[RESUME ASKING EVERYONE]

17. __Balancing the interests of consumers and food producers to provide the best and safest food.....	69	17	4	5	6
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[SPLIT SAMPLE A]

18. __Labeling all food that is genetically modified	80	12	3	4	2
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[SPLIT SAMPLE B]

19. __Labeling all processed food that contains genetically modified ingredients.....	78	13	4	3	2
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[SPLIT SAMPLE A]

20. __Genetically modified foods should be subject to the same rules as new conventional foods.....	71	11	5	7	6
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[SPLIT SAMPLE B]

21. __Genetically modified foods should be regulated more stringently than new conventional foods	54	18	9	10	9
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[RESUME ASKING EVERYONE]

22. Do you favor or oppose scientific research into genetic modifications of animals?

[IF FAVOR/OPPOSE, ASK:] Is that strongly or not so strongly?

Strongly favor	17	32
not strongly favor.....	16	
not strongly oppose.....	11	
strongly oppose.....	46	57
don't know	11	

Now I'm going to list some life forms which can be genetically modified. After each, please tell me how comfortable you are with genetic modification of that specific life form. Use a scale of zero to ten where zero means that you are very uncomfortable with genetic modifications of that life form, and ten means that you are very comfortable with genetic modification of that life form. 5 is neutral, neither uncomfortable nor comfortable. You may choose any number between 0 and 10. If you are not sure, please say so and we will move on.

[CODE ACTUAL NUMBER 0-10. DK=99]

	0 1 2 3 4 5 6 7 8 9 10
[ROTATE Q.23-Q.28]	UNCOMFORTABLE COMFORTABLE

- 23. __Plants.....5.94
- 24. __Animals used for food sources, including cattle, fish and shrimp.....3.73
- 25. __Animals used for other purposes, including cats, dogs and race horses.....2.29
- 26. __Insects3.56
- 27. __Microbes, such as bacteria or algae4.14
- 28. __Humans1.35

Now I'm going to list some reasons to genetically modify plants or animals. For each item I read, please tell me if you think it is a good reason to genetically modify plants or animals, or a bad reason to genetically modify plants or animals. If you aren't sure how you feel about a specific item, just say so and we'll move on. **[IF GOOD/BAD]** Is that very (good/bad) or only somewhat (good/bad)?

	very good	smwht good	smwht bad	very bad	dk
[ROTATE Q.29-Q.44/45]					
29. __To reduce the need to use pesticides on crops.....	43	30	10	12	5
30. __To reduce the cost of fish, like salmon.....	21	25	19	27	7

[SPLIT SAMPLE A]

- 31. __To produce more affordable pharmaceutical drugs by using plants to produce pharmaceutical compounds.....54 23 6 8 8

[SPLIT SAMPLE B]

32. __To produce more affordable pharmaceutical drugs by using animals to produce pharmaceutical compounds23 22 17 29 9

[RESUME ASKING EVERYONE]

33. __To produce more affordable industrial compounds in plants, including the material used to make plastic.....32 32 11 17 8

34. __To create new types of grass that don't need to be mowed as often39 22 11 22 7

35. __To create fruits and vegetables that last longer on the store shelves.....27 23 14 30 5

36. __To produce beef with less fat.....27 23 13 32 5

[SPLIT SAMPLE A]

37. __To provide organs for transplant to humans36 20 9 24 11

[SPLIT SAMPLE B]

38. __To make it possible to transplant animal organs to humans19 22 14 38 8

[RESUME ASKING EVERYONE]

39. __To develop vegetable oil with heart healthy fats41 29 8 18 4

40. __To create peanuts that won't cause allergic reactions42 29 11 15 4

41. __To increase the variety of available foods32 29 14 19 6

42. __To expand our understanding of science and nature46 30 8 10 6

43. __To develop better tasting fruits and vegetables33 25 14 24 4

[SPLIT SAMPLE A]

44. __To produce less expensive food.....40 26 12 19 4

[SPLIT SAMPLE B]

45. __To produce less expensive food to reduce hunger around the world52 24 8 12 5

[RESUME ASKING EVERYONE]

Now I'm going to read that same list of potential uses for genetic modifications. After each, please tell me whether you think that use would have a positive impact on you and your family, a negative impact on you and your family, or no impact at all on you and your family. If you don't know or aren't sure, please say so and we'll move on. **[IF POSITIVE/NEGATIVE]** Is that a very (positive/negative) impact or a somewhat (positive/negative) impact?

	very pos	smwht pos	smwht neg	very neg	no impact	dk
[ROTATE Q.46-Q.61/62]						
46. __To reduce the need to use pesticides on crops.....	34	26	8	10	18	4
47. __To reduce the cost of fish, like salmon.....	23	24	9	14	25	5
[SPLIT SAMPLE A]						
48. __To produce more affordable pharmaceutical drugs by using plants to produce pharmaceutical compounds.....	47	29	5	7	9	3
[SPLIT SAMPLE B]						
49. __To produce more affordable pharmaceutical drugs by using animals to produce pharmaceutical compounds.....	23	29	9	20	15	5
[RESUME ASKING EVERYONE]						
50. __To produce more affordable industrial compounds in plants, including the material used to make plastic.....	27	31	9	12	17	5
51. __To create new types of grass that don't need to be mowed as often.....	33	23	7	15	18	4
52. __To create fruits and vegetables that last longer on the store shelves.....	30	25	9	17	15	4
53. __To produce beef with less fat.....	30	23	8	20	15	4
[SPLIT SAMPLE A]						
54. __To provide organs for transplant to humans.....	31	22	7	18	15	7
[SPLIT SAMPLE B]						
55. __To make it possible to transplant animal organs to humans.....	18	20	9	30	20	4
[RESUME ASKING EVERYONE]						
56. __To develop vegetable oil with heart healthy fats.....	38	29	5	12	13	3
57. __To create peanuts that won't cause allergic reactions ...	31	24	6	12	24	3
58. __To increase the variety of available foods.....	32	28	8	12	16	3
59. __To expand our understanding of science and nature.....	42	33	4	8	10	4

60. __To develop better tasting fruits and vegetables34 26 8 14 15 3

[SPLIT SAMPLE A]

61. __To produce less expensive food.....43 25 7 12 11 2

[SPLIT SAMPLE B]

62. __To produce less expensive food to reduce hunger
around the world48 24 4 10 10 3

Thank you. The few remaining questions are for statistical purposes only.

63. Generally speaking, do you think of yourself as a Republican, a Democrat, an independent, or something else? **[IF REPUBLICAN OR DEMOCRAT ASK:]** Do you consider yourself a strong (Republican/Democrat) or a not so strong (Republican/Democrat)? **[IF INDEPENDENT ASK:]** Would you say that you lean more toward the Republicans or more toward the Democrats?

strong Republican	20	32
not so strong Republican	7	
indep. leans Republican	4	
independent.....	22	
indep. leans Democratic.....	6	
not so strong Democrat.....	5	
strong Democrat.....	24	35
dk/na/other	11	

64. Do you consider yourself very liberal, somewhat liberal, moderate, somewhat conservative, very conservative or haven't you thought much about this? **[IF MODERATE ASK:]** Do you tend to lean toward the liberal or conservative side?

very liberal	10	28
somewhat liberal.....	14	
moderate, leans liberal	5	
moderate	24	
moderate, leans conservative	4	
somewhat conservative.....	19	
very conservative.....	17	40
dk/na	8	

What is your age? **[CODE ACTUAL AGE. REFUSED=99]** _____

18-29	17
30-39	17
40-49	21
50-59	16
60+	24
ref.....	5

66. What was the last level of schooling you completed?

less than high school graduate	8
high school graduate	27
some college	26
college graduate	27
post-graduate.....	11
na.....	2

67. Is your job or that of anyone in your household dependent on the agriculture industry?

yes	12
no	87
dk	1

68. Are you of Hispanic or Spanish descent?

yes	6
no	91
dk/na	3

70. Are you black, white, Asian, or some other race?

black.....	9
white	79
Asian	2
other	7
na/refused.....	3

71. Do you have children, 18 years old or younger living at home?

Yes	34
No	65
na/refused.....	1

72. How often do you attend religious services?

at least once a week	39
1-3 times a month	12
once a month.....	8
a few times a year	17
once a year or less.....	10
dk/never	15

When thinking about the origin of human life on earth, which do you believe is the best explanation for human life:

[ROTATE]

__the theory of evolution

OR

__the Biblical account of creation?

OR

Don't you have an opinion on this?

evolution	25
Biblical account	55
DK/No opinion	20

74. In which of the following ranges does your family income fall?

[READ LIST]

below \$12,000.....	5
12 but less than 20 thousand.....	8
20 but less than 30 thousand.....	10
30 but less than 40 thousand.....	11
40 but less than 50 thousand.....	11
50 but less than 60 thousand.....	8
60 but less than 80 thousand.....	9
80 but less than 100 thousand.....	5
above 100 thousand	7
n/a	26

75. What is your zip code? _ _ _ _ _

That completes our public opinion survey. Thank you very much for your time and cooperation.