

Survey Summary 16-02

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FOOD AND
BIOTECHNOLOGY:
Trends and Patterns



Growing Forward 2



A federal-provincial-territorial initiative

Funding for this project is provided by the Canada and Manitoba governments through Growing Forward 2, a federal-provincial-territorial initiative.



Mission: To give a voice to consumers, by gathering survey information on their opinions, preferences and experiences with food and health, for the benefit of all Manitobans.



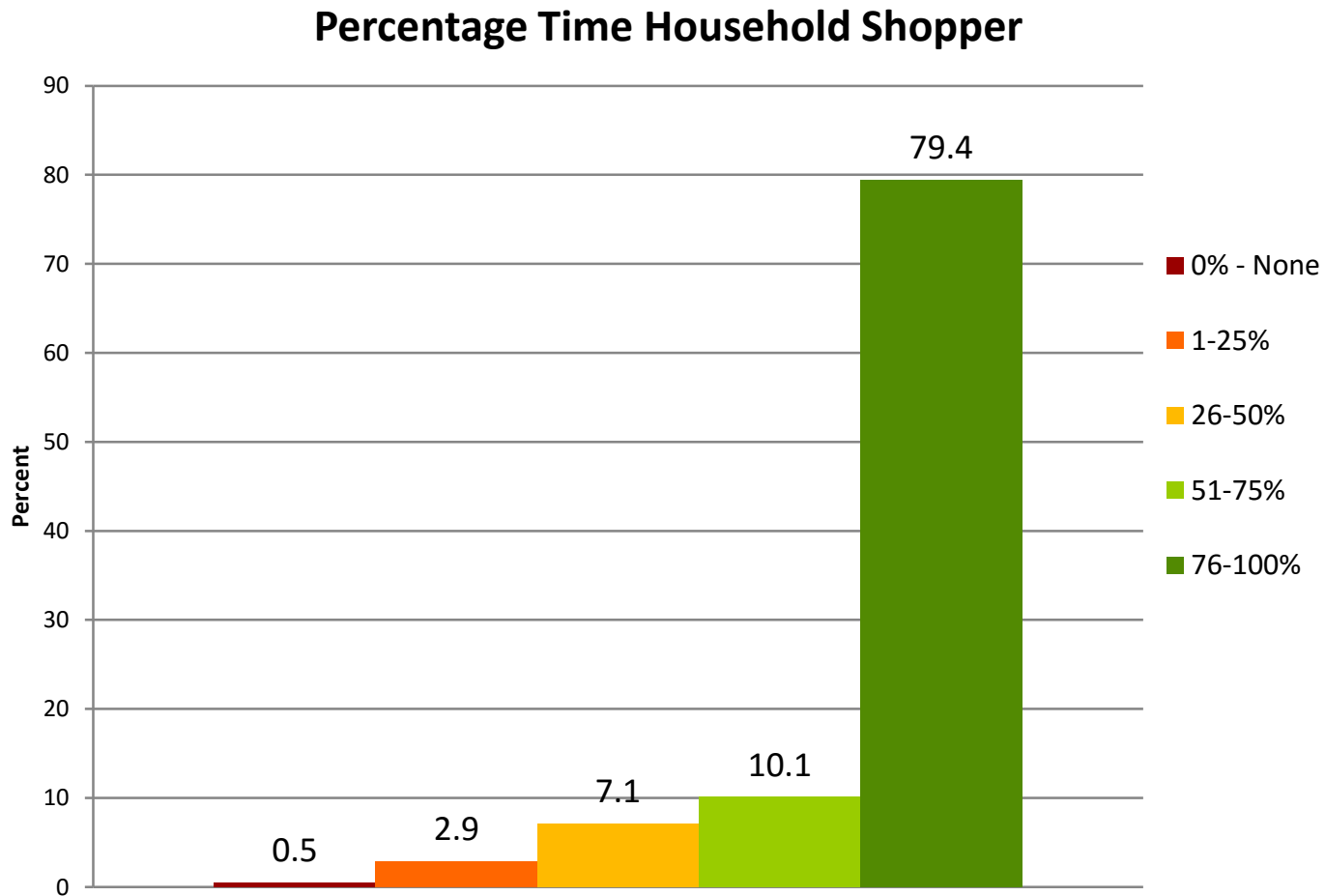


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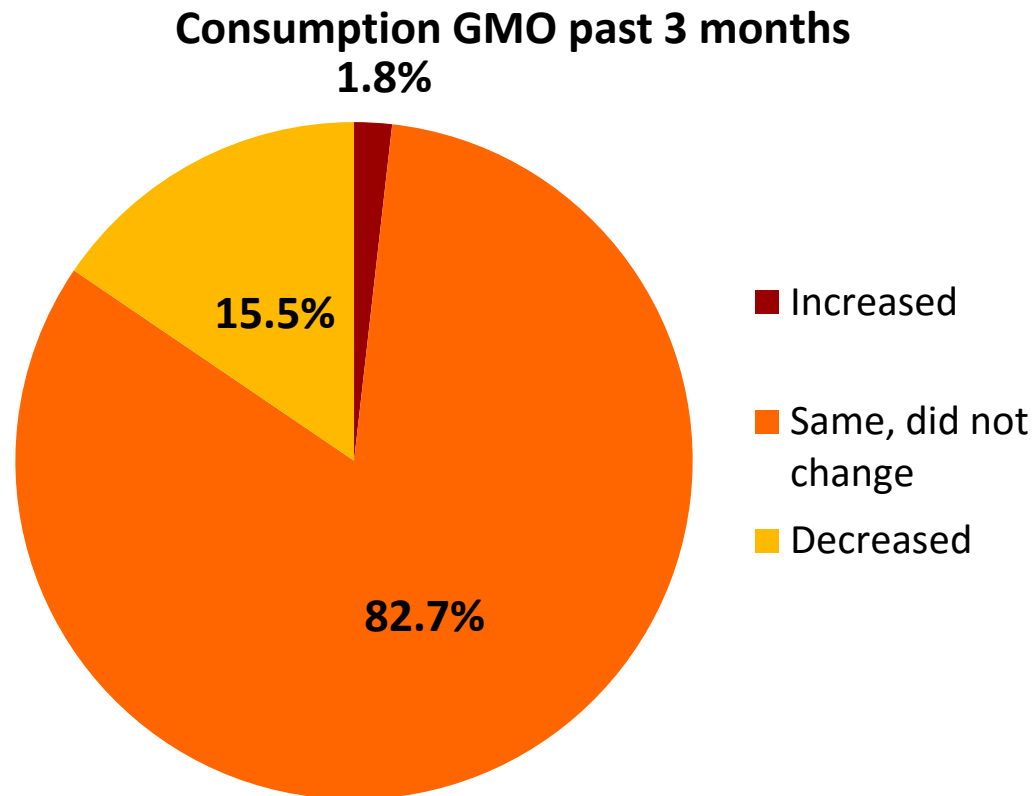
Survey 16-02 Overview



Q1: What percentage of the time are you the household shopper?
(Select 1 answer)

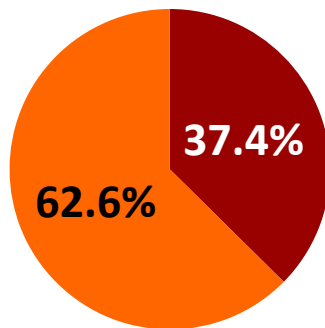


Q2: Have you changed your consumption of genetically modified food products over the past 3 months? (Select 1 answer)



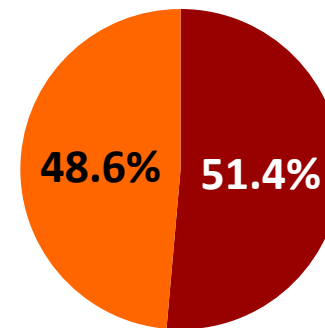
Q3: How would you react to the following information on the ingredient list?
(Select 1 answer per line)

Contains genetically modified ingredients



- I would buy the product
- I would not buy the product

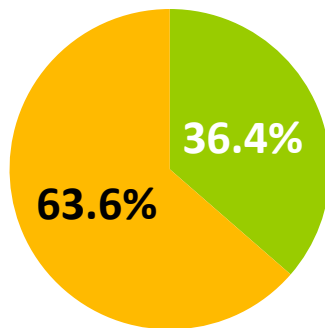
May contain genetically modified ingredients



- I would buy the product
- I would not buy the product

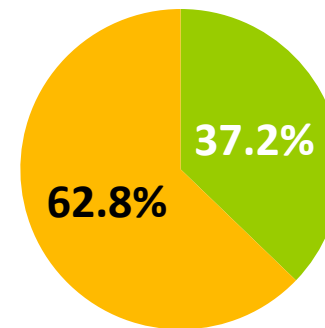
Q4: How would you react to the following information on the front of the package? (Select 1 answer per line)

Contains genetically modified ingredients



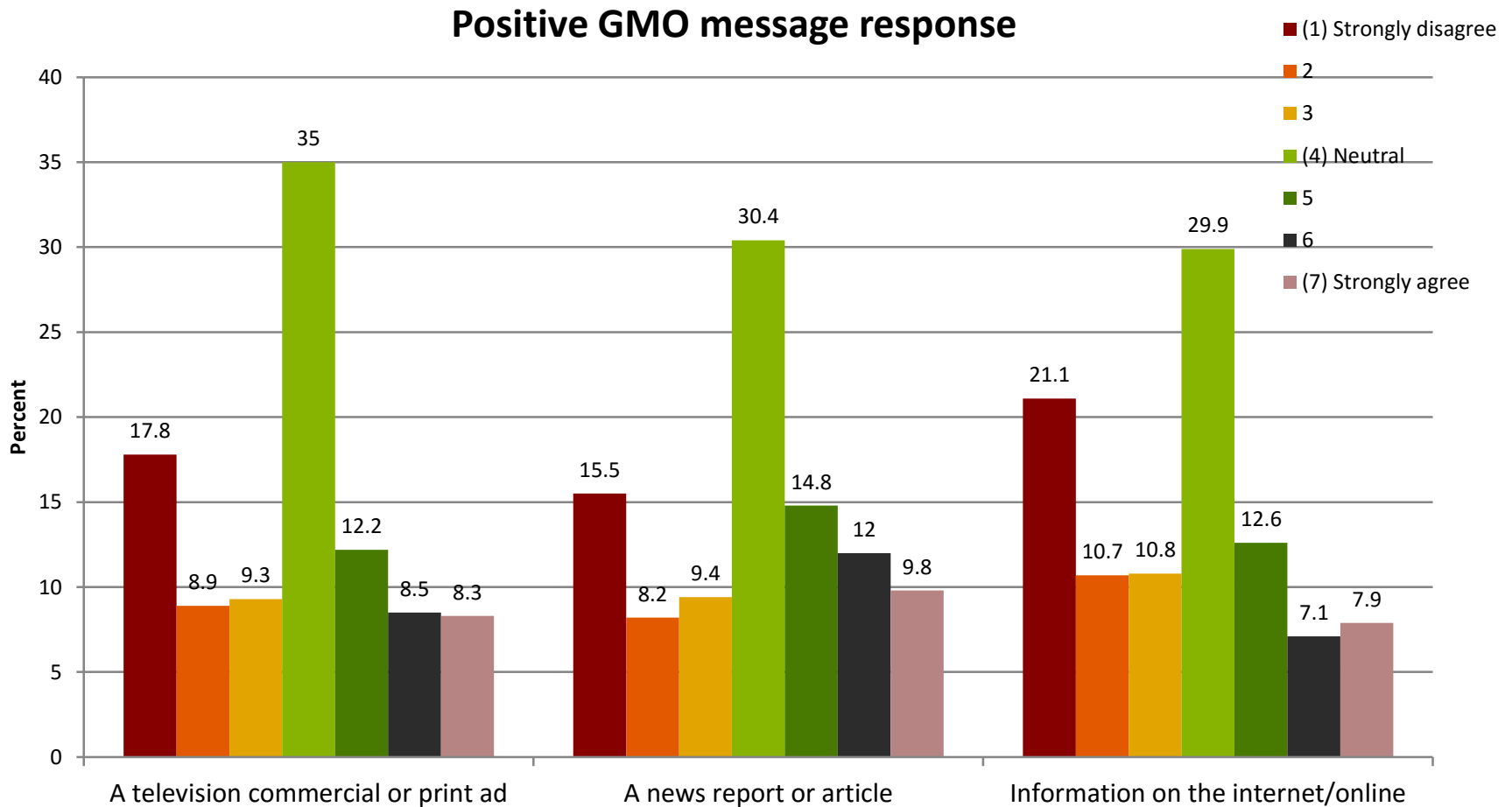
- I would buy the product
- I would not buy the product

Made with genetically modified ingredients



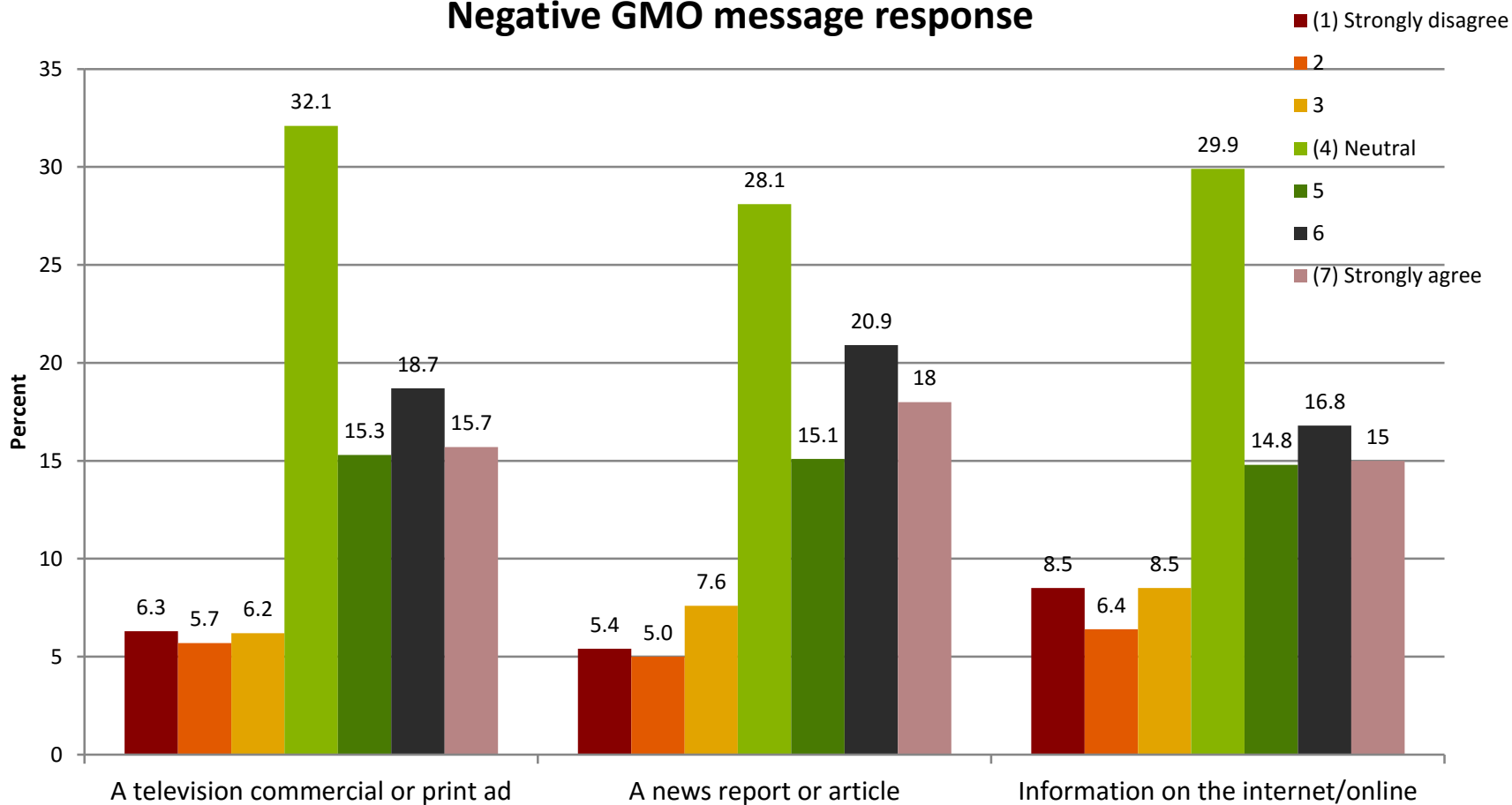
- I would buy the product
- I would not buy the product

Q5: How would you respond to a positive message on genetically modified ingredients and food in the following scenarios? (Select 1 answer per line):



Q6: How would you respond to a critical or negative message on genetically modified ingredients and food in the following scenarios? (Select 1 answer per line):

Negative GMO message response

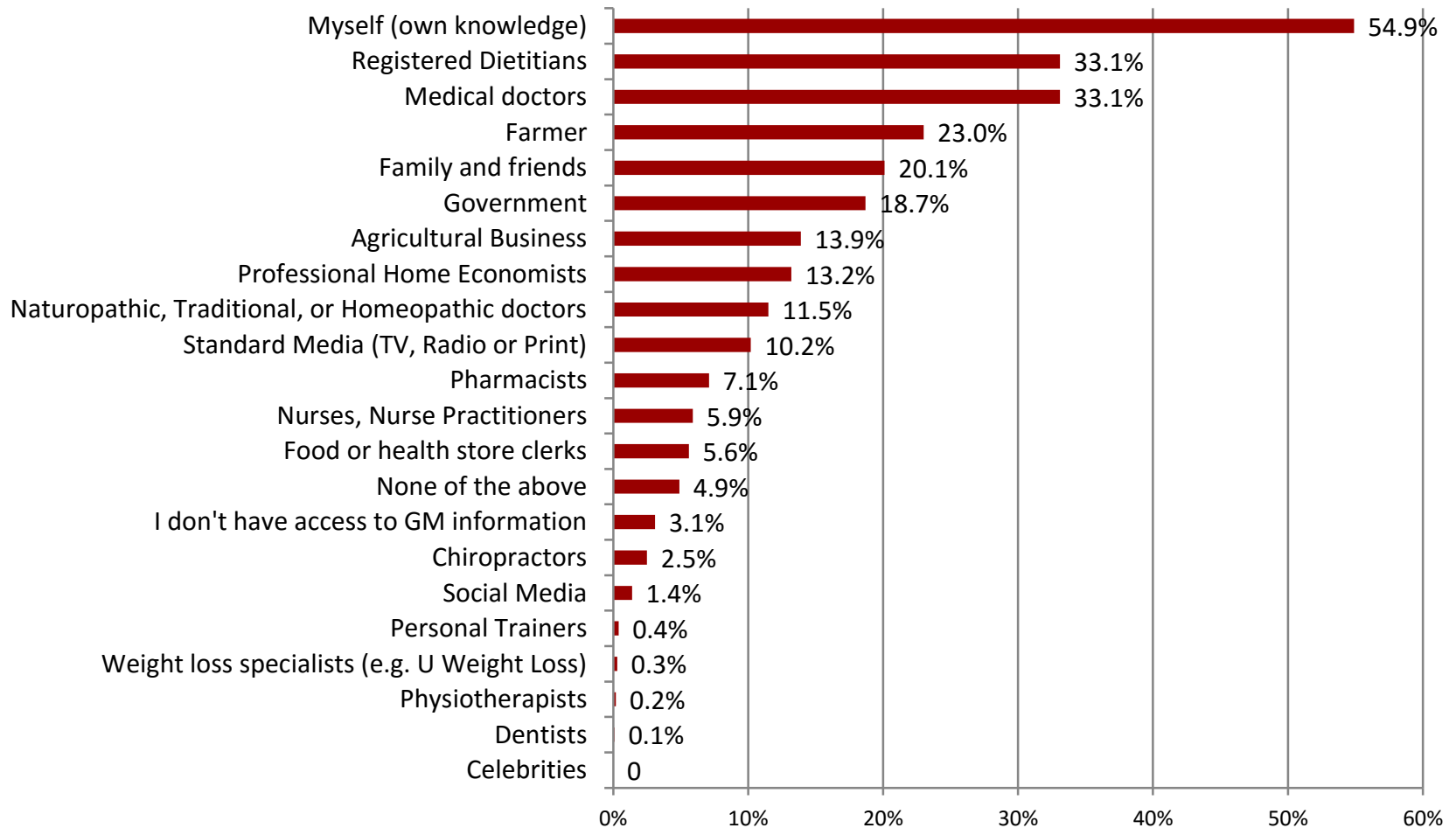


Q7: While shopping for groceries, you notice “genetically modified” on an item you are interested in buying. What would be your response? (Select 1 answer)



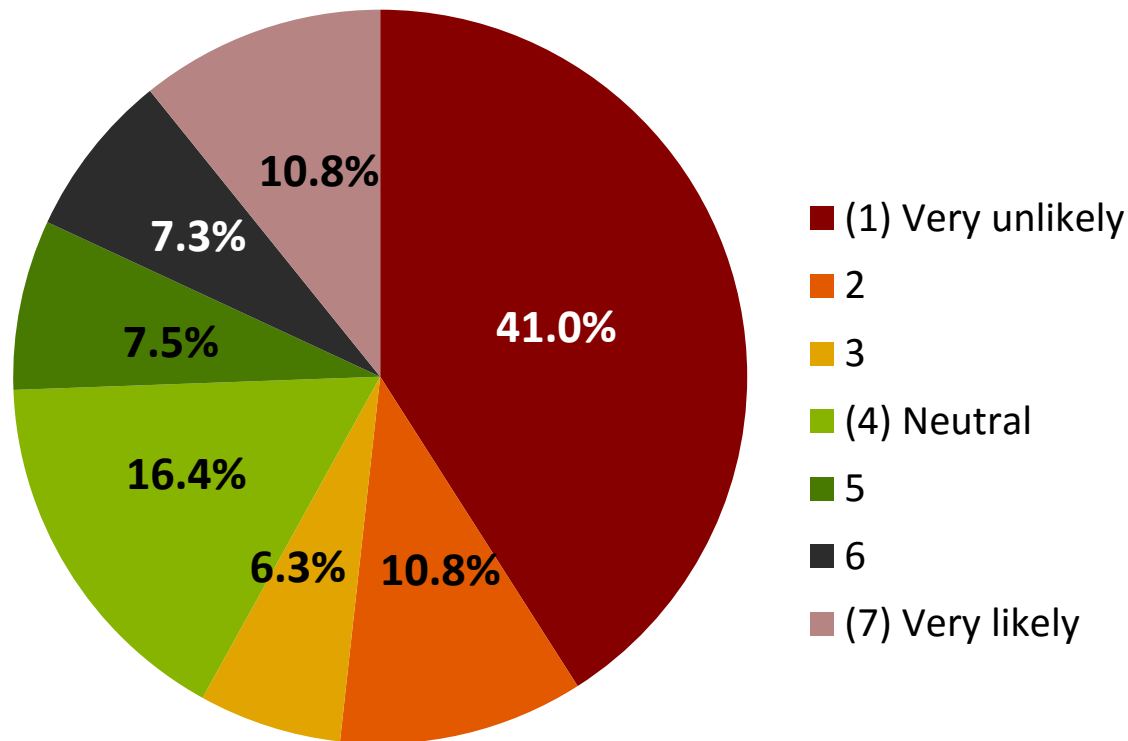
Q8: Who do you believe and trust for credible, reliable information to make your decision on genetically modified food products? (Select your top 3 answers)

Credible Information on GMOs

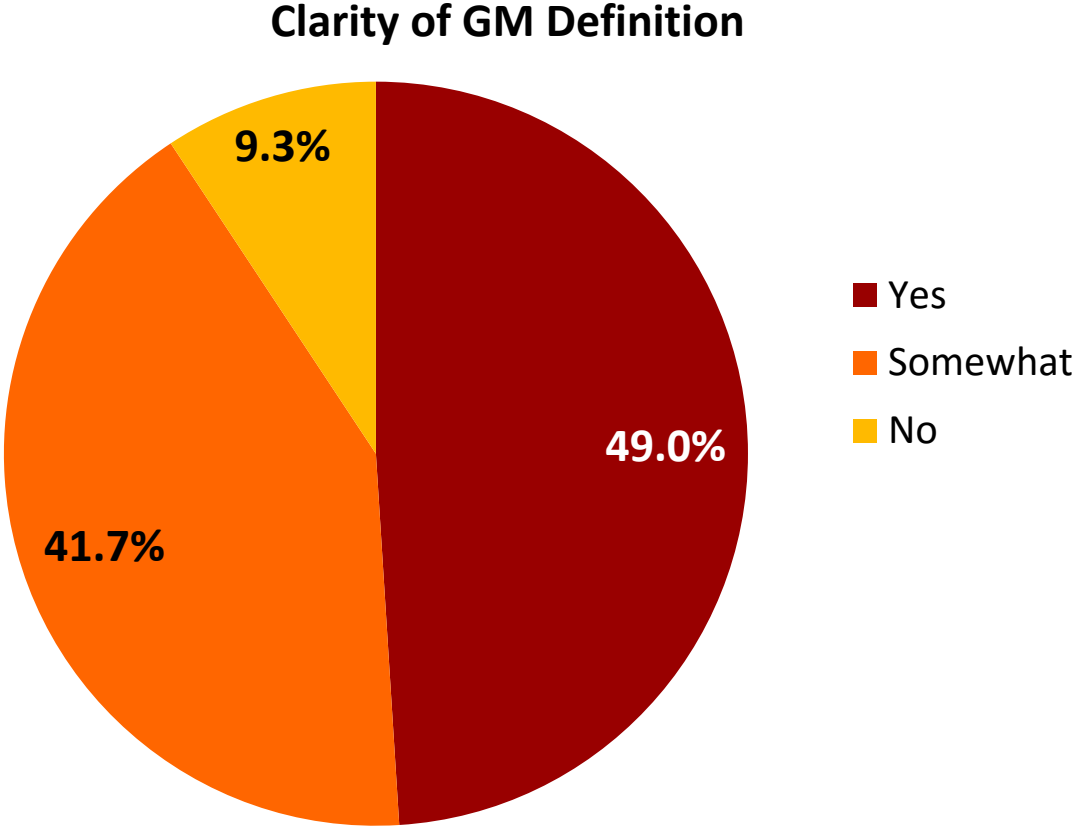


Q9: Would you select a genetically engineered potato or apple product that stays white after cutting? (Select 1 answer)

Likelihood of purchasing GM potato or apple

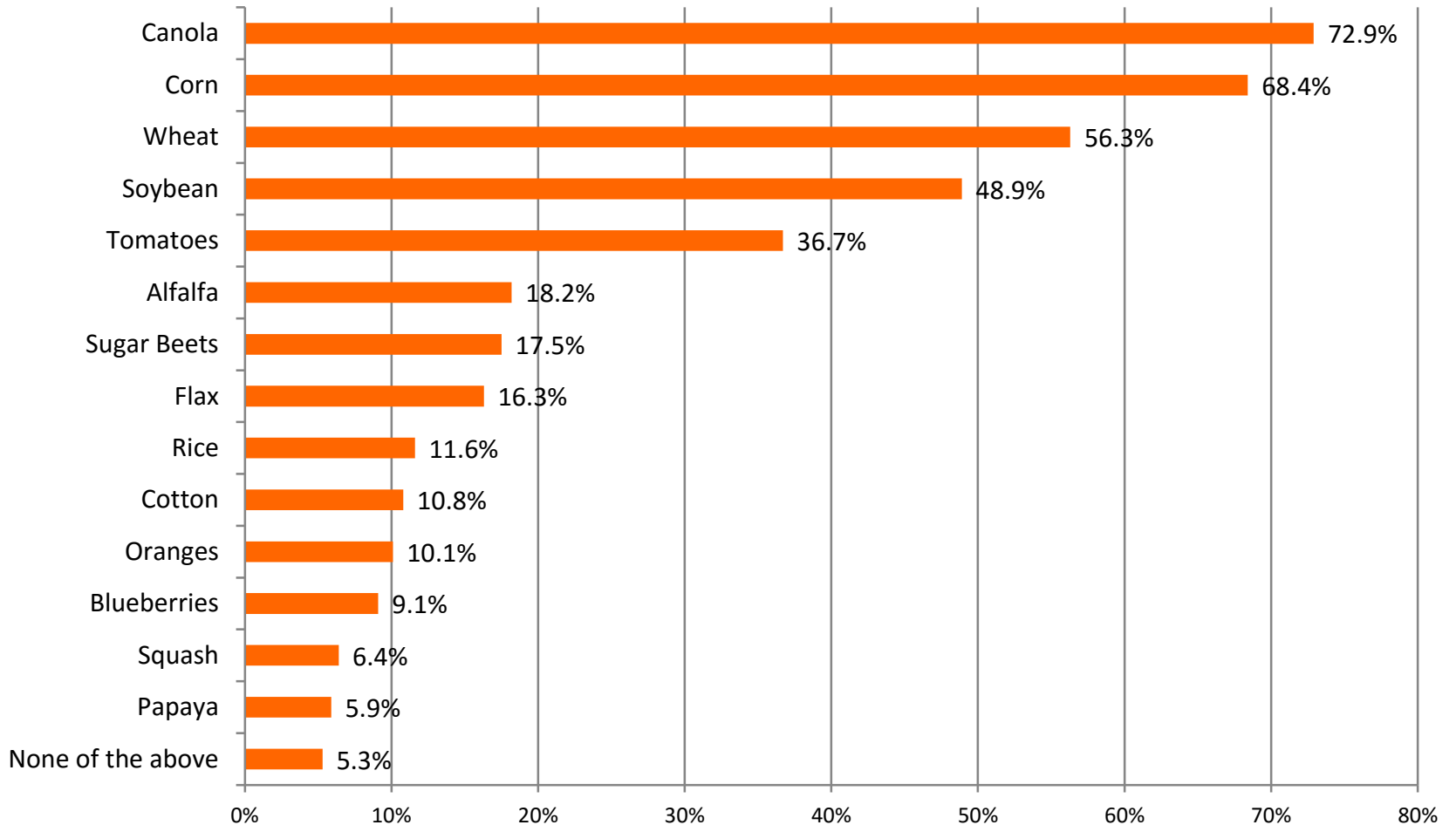


Q10: Is it clear to you what a genetically modified food product is?
(Select 1 answer)



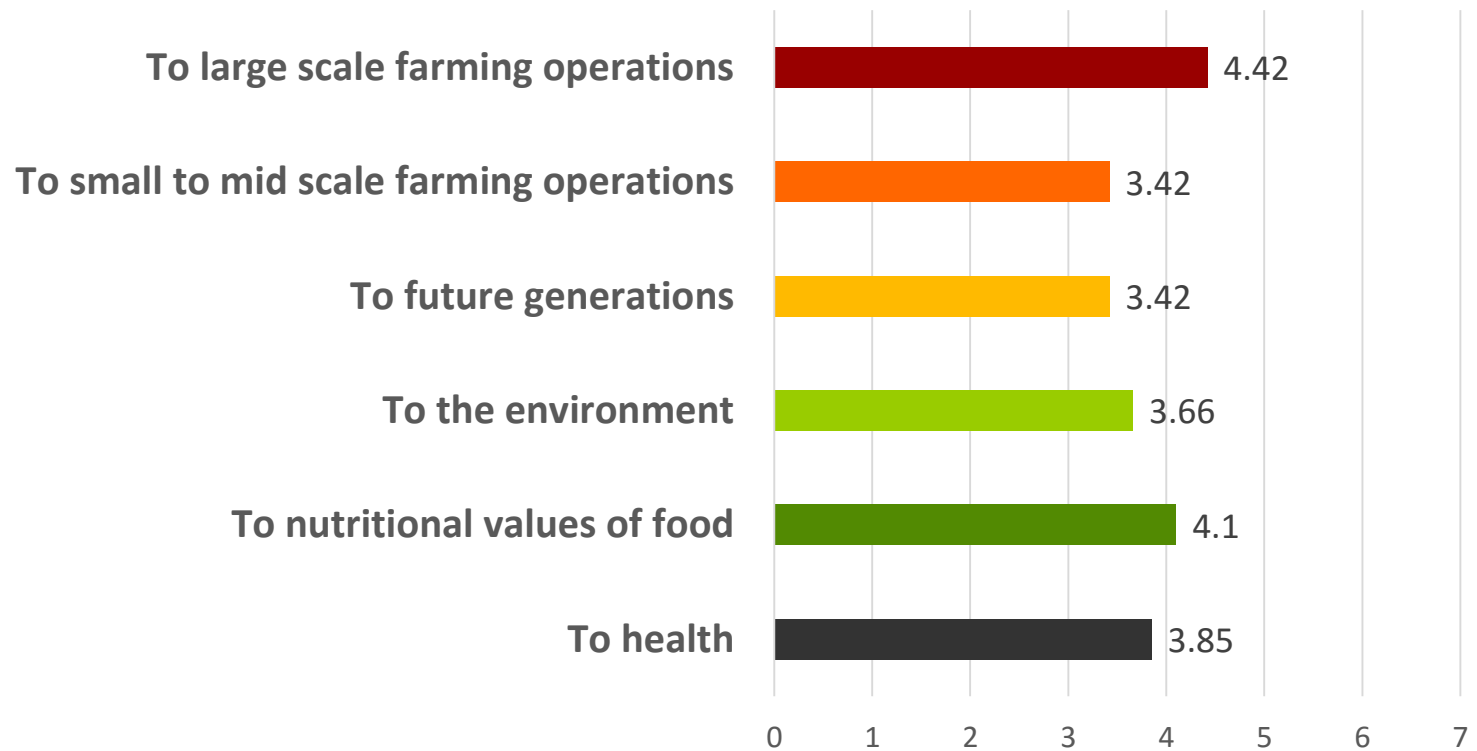
Q11: Which of the following crops, approved for sale in Canada, have you heard have genetically modified versions? (Select all that apply)

GM Crops for Sale



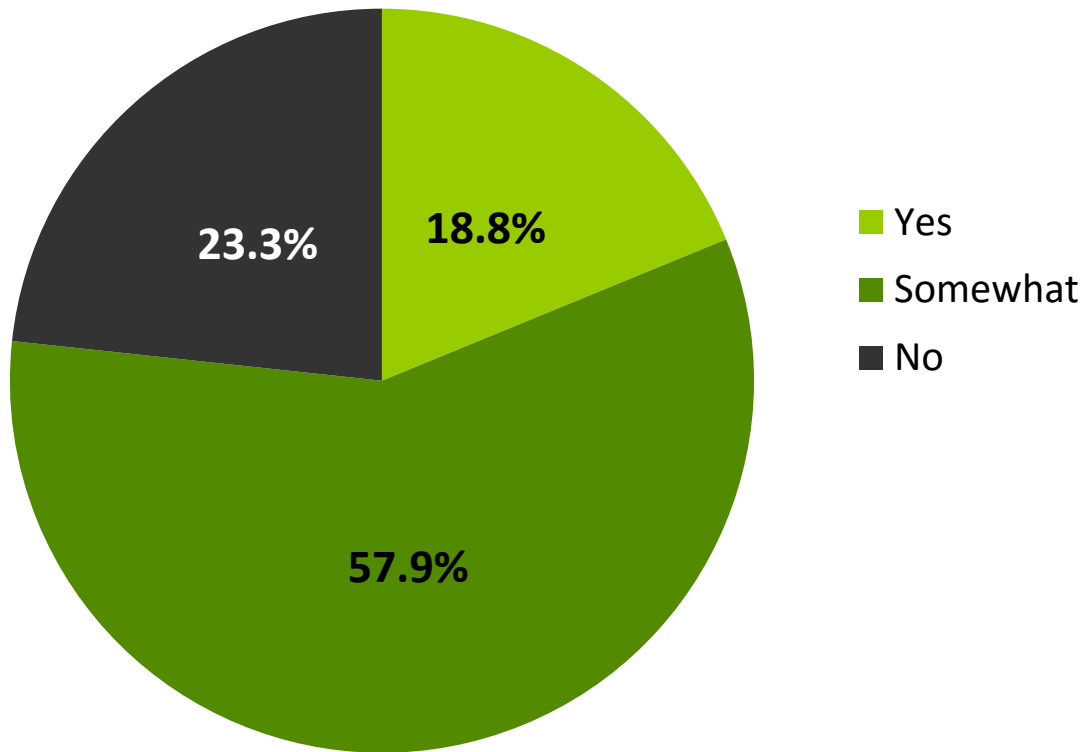
Q12: Do you believe genetically modified foods to be harmful? (Select 1 answer)

Where: 1 = Extremely harmful 4 = Neutral 7 = Not at all harmful

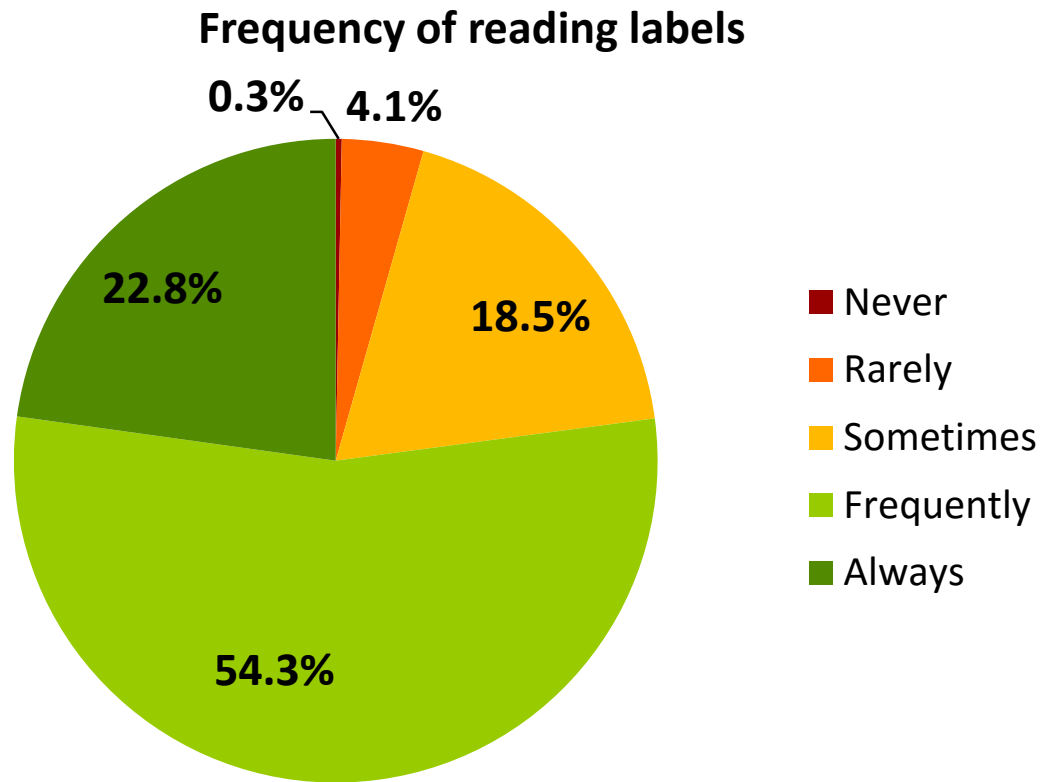


Q13: Is the information found on food labels easy to understand?
(Select 1 answer)

Ease of understanding labels

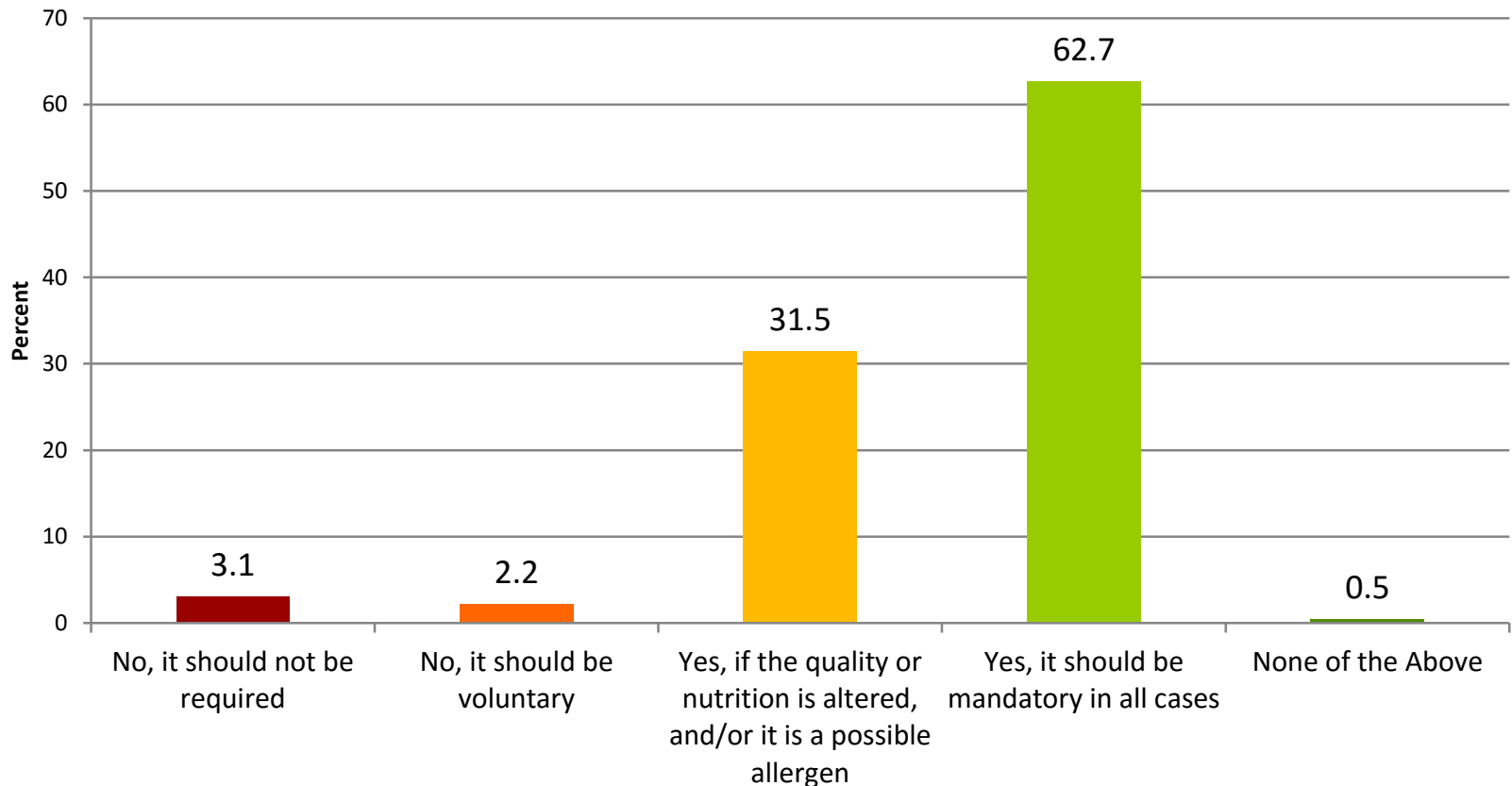


Q14: How often do you read food labels? (Select 1 answer)



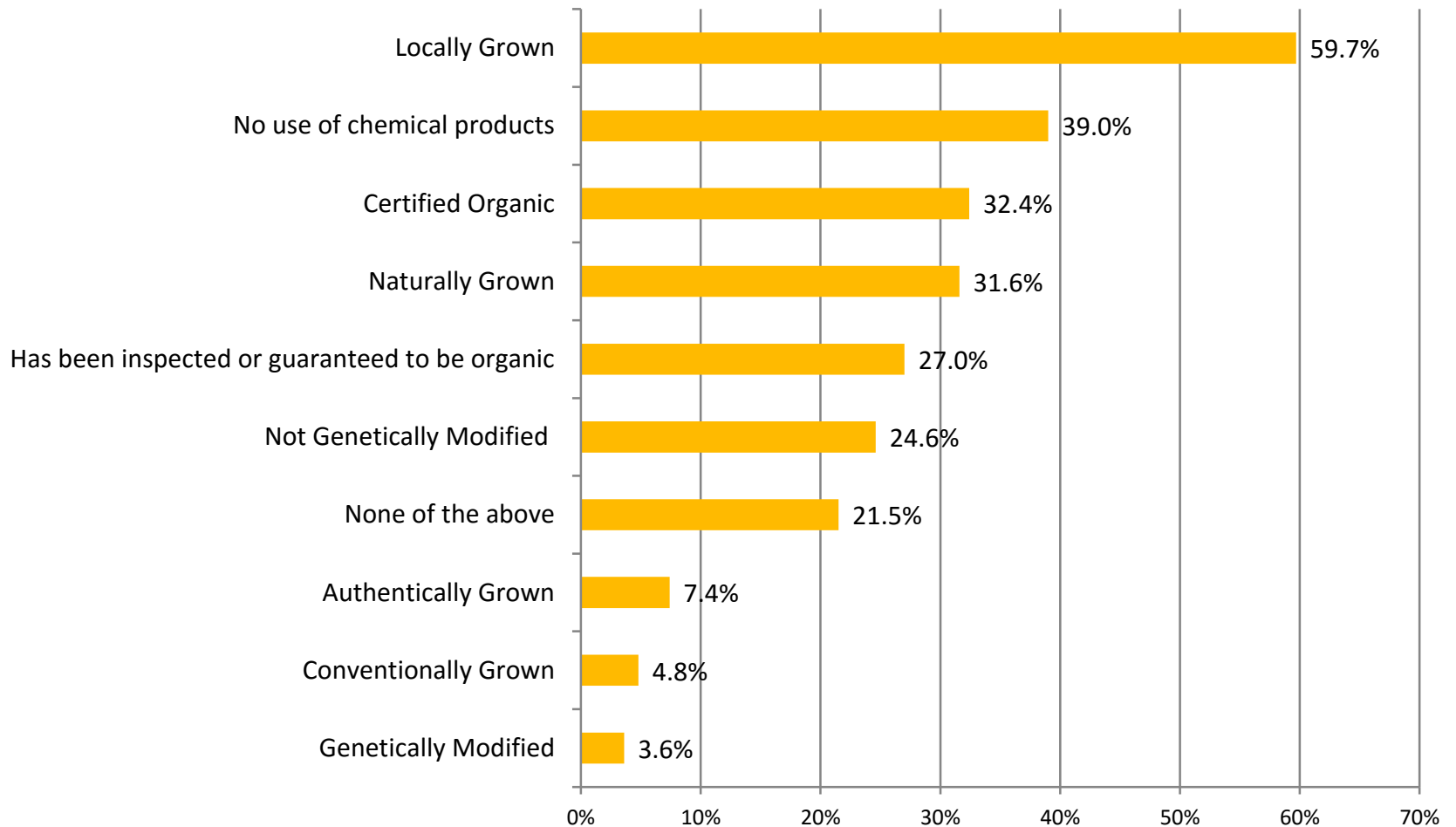
Q15: Do you believe it is necessary for government to require labelling of genetically modified food products? (Select 1 answer)

Government labelling of GM foods



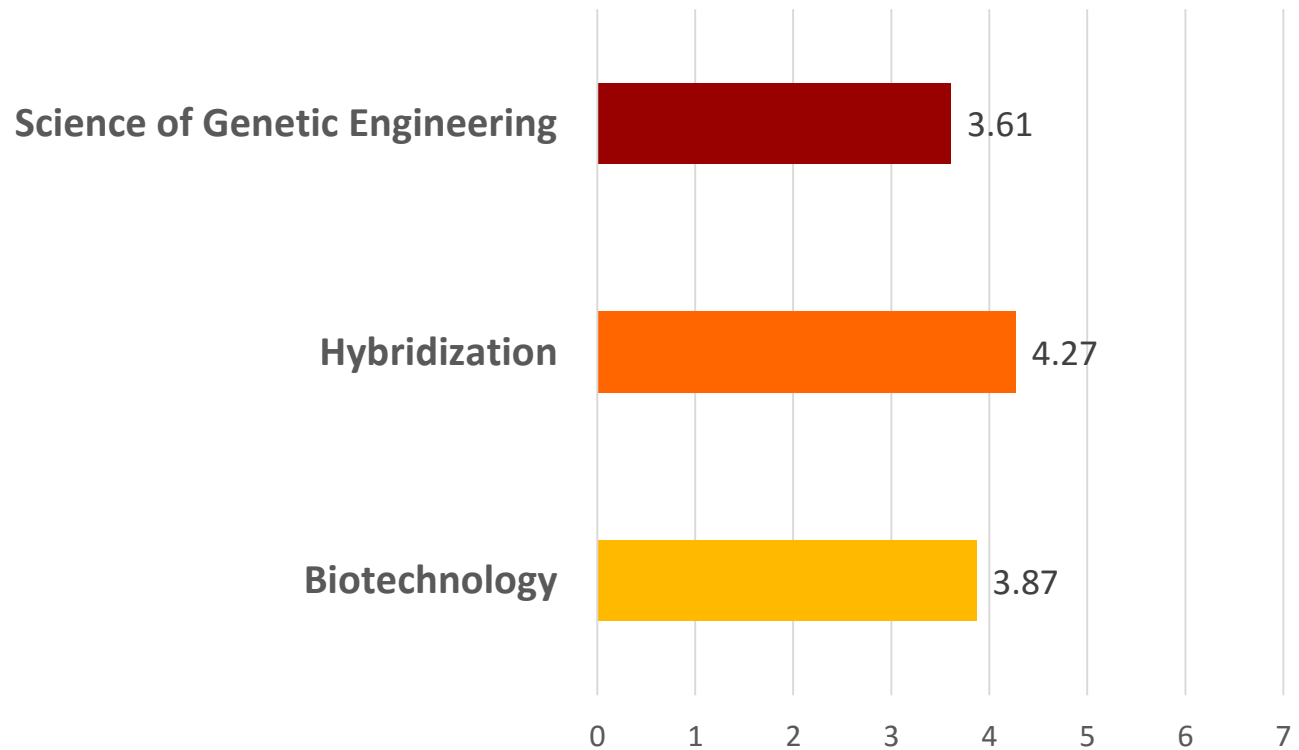
Q16: Would you pay a premium for food products with any of the following labels? (Select all that apply)

Pay premium for labels



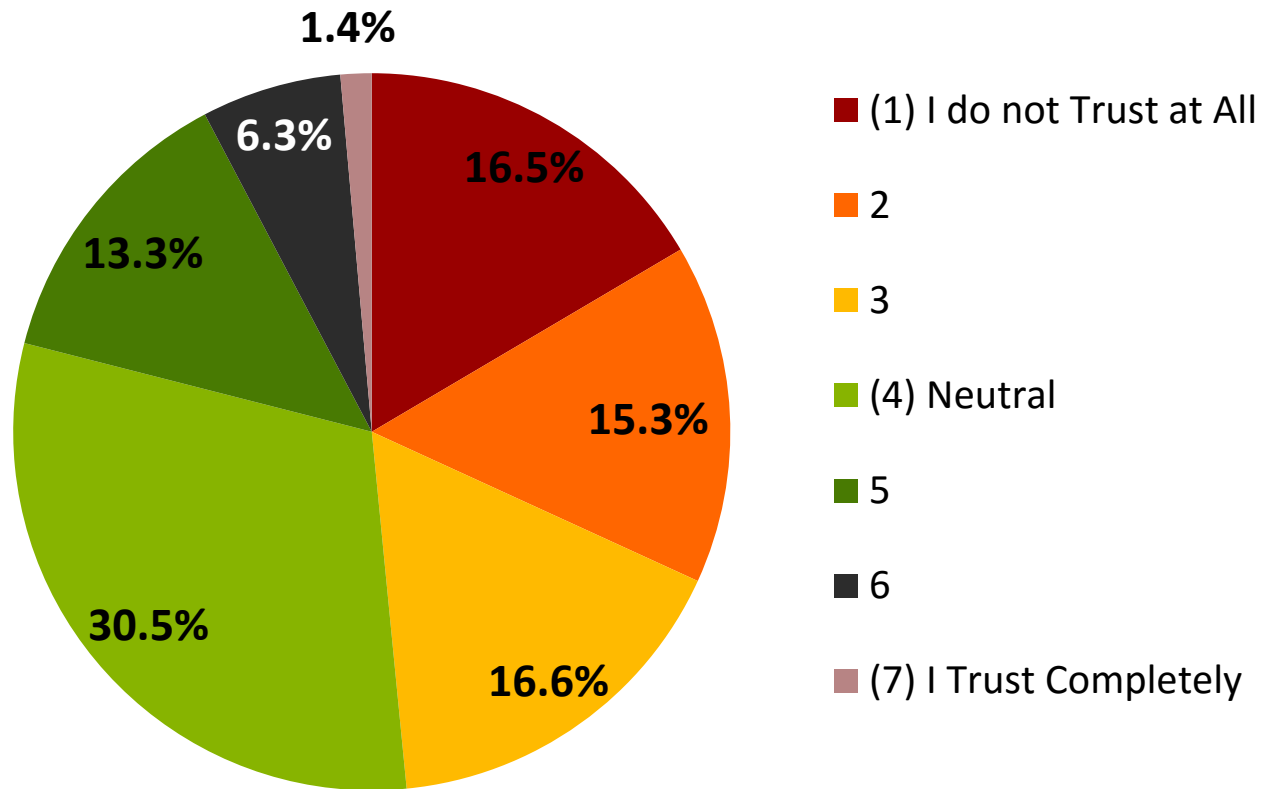
Q17: Do you trust any of the following, as a way to provide more and better food? (Select 1 answer per line)

Where: 1 = I do not trust at all 4 = Neutral 7 = I trust completely



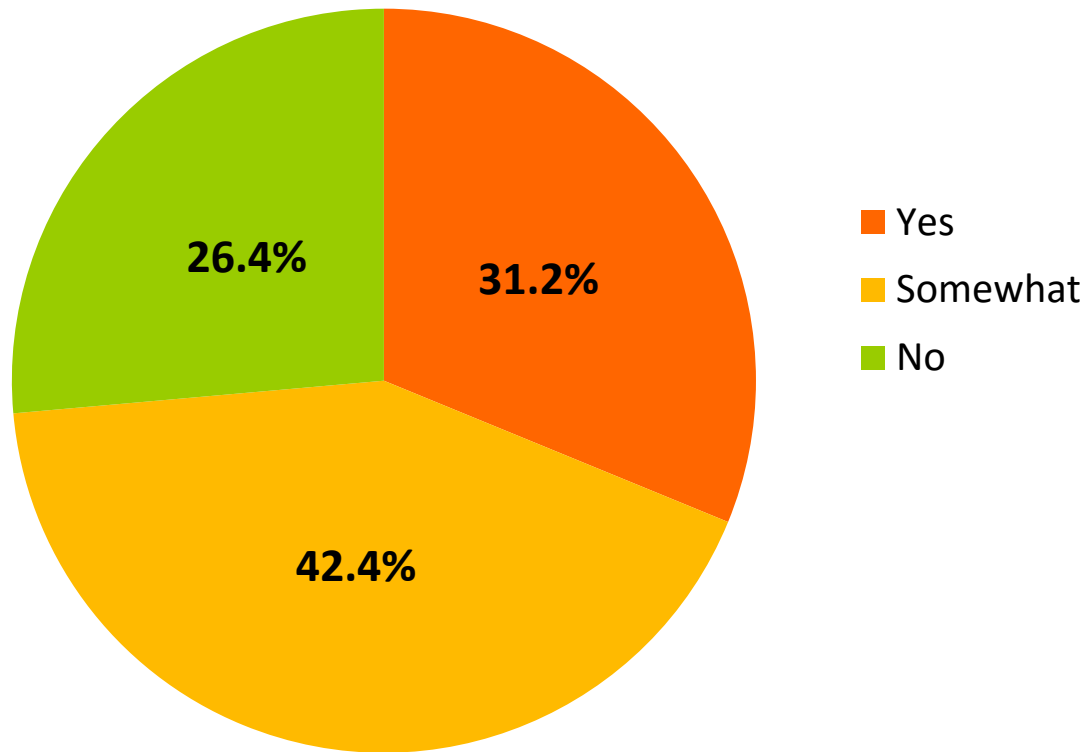
Q18: What is your perception of biotechnology companies? (Select 1 answer)

Perception of biotechnology companies



Q19: Do your views of biotechnology companies affect your views of genetically modified foods? (Select 1 answer)

Views of biotech affect views of GM



Q20: What does a genetically modified ingredient or food mean to you?

Qualitative/Open-ended question: Selected Responses

a change of a natural product through scientific manipulation

a crop modified at the genetic level to either better withstand environmental threats (survive longer and reproduce faster) or to enhance the nutritional value, or both.

A food altered by introducing genes from another plant/animal that changes its properties presumably for some desirable characteristic.

A food or ingredient that has been altered at a genetic level to reduce susceptibility to disease, pests, drought, etc.

A chemical that will effect my heath, with frequent consumption could change my DNA possible Gene mutation

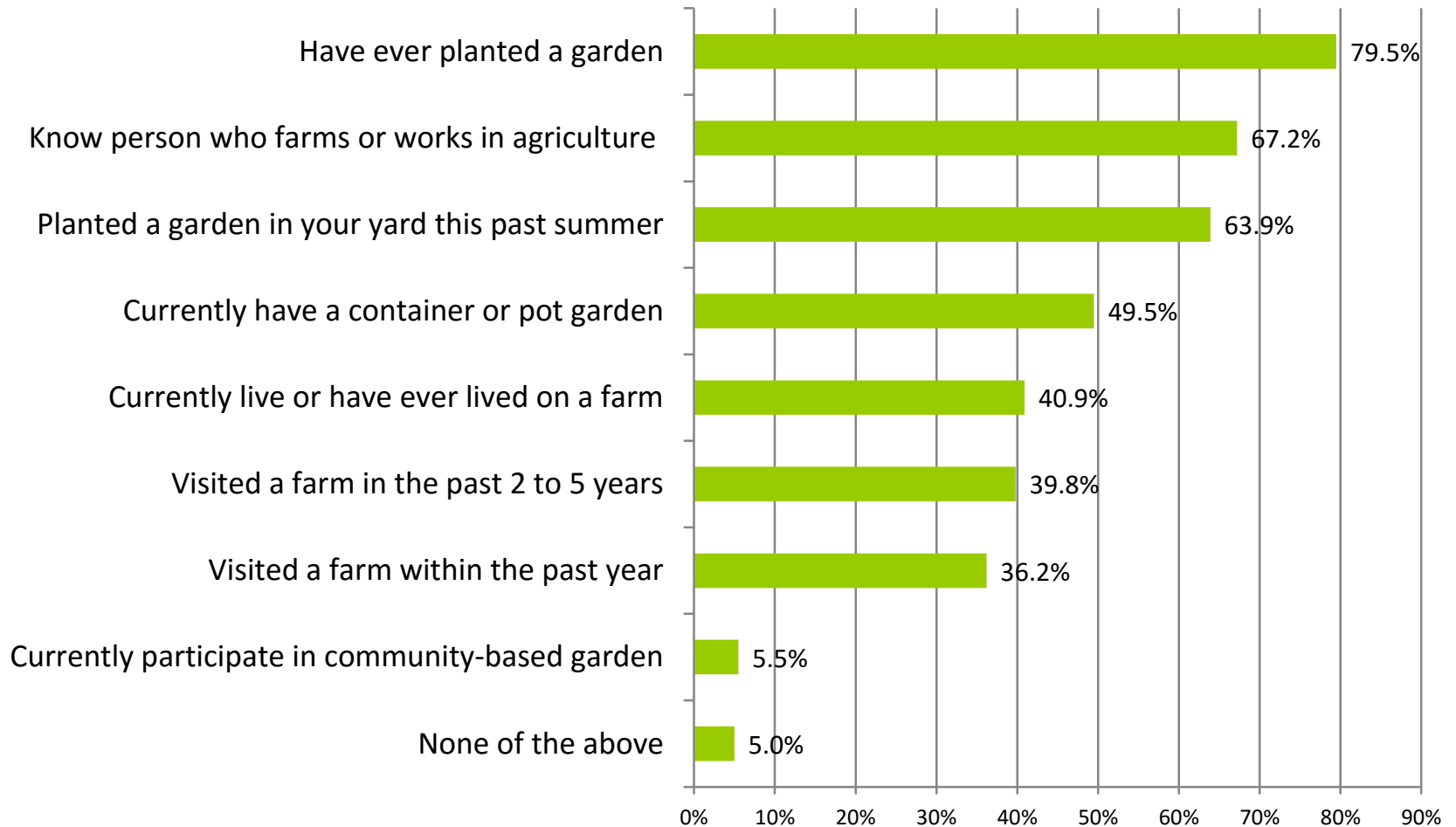
a crop that is altered from its original state.

A food or ingredient in the food that I eat is not grown naturally or processed naturally

A food that has been genetically tampered with in order to increase profits for the copyrighted owners by enhancing longevity of the product, decrease in susceptibility to disease and insects.

Q21: Please indicate if you have done any of the following? (Select all that apply)

Relationship to Farming



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