

CONSUMER REPORTS® NATIONAL RESEARCH CENTER
Survey Research Report

**Consumer Support for Standardization and
Labeling of Genetically Engineered Food**
2014 Nationally-Representative Phone Survey

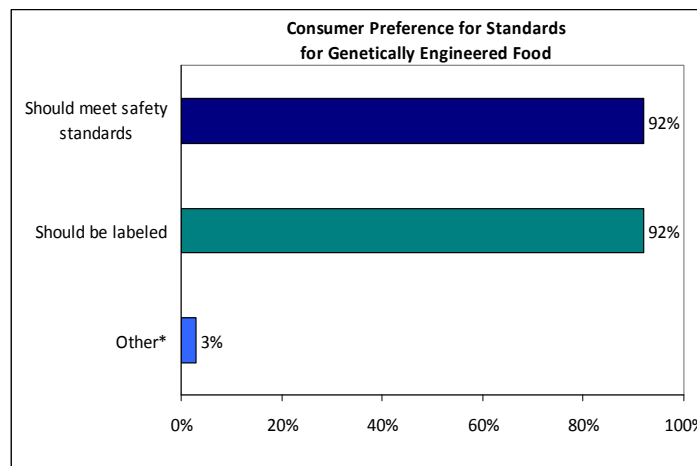
Introduction

The use of genetically engineered or modified ingredients is a highly controversial topic. In April, 2014, the Consumer Reports® National Research conducted a nationally-representative phone survey to assess the opinion of 1,004 adult U.S. consumers regarding the labeling of food. In this survey, consumers were also asked about genetically engineered food. This report examines consumer support for the standardization and labeling of genetically engineered food.

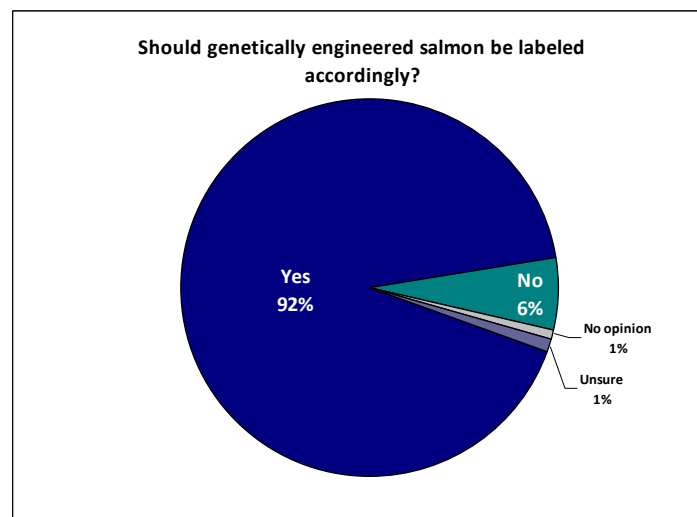
Consumer Mandate for Labeling and Strong Federal Standards for Genetically Engineered Food

Avoiding the use of genetically modified materials is a meaningful issue to most of the U.S. population; in fact, most consumers (72%) cite avoiding genetically engineered ingredients as a crucial (*very important* or *important*) objective when purchasing food.

An overwhelming majority of US consumers think that before genetically engineered food can be sold, it must be labeled accordingly (92% of consumers) and meet government safety standards (92%). Moreover, an outstanding percentage of Americans (92%) demand that the government require genetically engineered salmon to be labeled accordingly.



*Other: Includes Unsure, None of these, No opinion



Methodology

Opinion Research Corporation administered the survey to a nationally representative sample of 1,004 adult U.S. residents through its CARAVAN Omnibus Survey. The survey was conducted April 17-21, 2014. The margin of error is +/- 3 percentage points at a 95% confidence level. The margin of error may be higher for subgroup analysis.

Appendix

Table 1: Importance of Objectives to Consumers (April, 2014)

When purchasing food, how important is each of the following as an objective for you? Would you say each is very important, important, or not important?					
	Respondents				
	<i>Crucial (Very important/ Important subset)</i>	Very important	Important	Not important	Unsure
Supporting your local farmers	92%	51%	41%	7%	0%
Protecting the environment from chemicals such as pesticides	89%	47%	42%	10%	0%
Supporting companies that provide good working conditions and fair pay to farmworkers	86%	46%	41%	13%	0%
Reducing exposure to pesticides in foods	87%	45%	41%	12%	1%
Providing better living conditions for farm animals	80%	40%	40%	19%	1%
Reducing the use of antibiotics in food production	78%	37%	41%	20%	1%
Avoiding genetically engineered or modified ingredients	72%	39%	33%	26%	1%
Avoiding artificial ingredients such as preservatives, colors or flavors	69%	31%	38%	30%	0%
I do not purchase food					1%
<i>Base: All Respondents</i>					

Table 2: Consumer Preference for Standards for Genetically Engineered Food (April, 2014)

In your opinion, which, if any, of the following conditions should be met before genetically engineered food can be sold on the market?	
	Respondents
It should be labeled accordingly	92%
It should meet mandatory government standards for long term safety	92%
I do not have a strong opinion about this	1%
None of these	1%
Don't know/Unsure	1%
<i>Base: All Respondents</i>	

Table 3: Consumer Preference for Labeling of Genetically Engineered Salmon (April, 2014)

Genetically engineered salmon, whose DNA has been altered to grow faster than conventional salmon, may soon be approved and sold in stores. In your opinion, should the government LEGALLY require that it be labeled as 'genetically engineered'?	
	Respondents
Yes	92%
No	6%
I do not have a strong opinion about this	1%
Don't know/Unsure	1%
<i>Base: All Respondents</i>	