

	Total	Region							Gender		Age			Age_Fine						Age Gender						Education			Household Income			
		BC	AB	SK	MB	ON	QC	ATL	Male	Female	18-34	35-54	55+	18-24	25-34	35-44	45-54	55-64	65+	Male 18-34	Male 35-54	Male 55+	Female 18-34	Female 35-54	Female 55+	HS or less	College/ Tech school	Univ+	<\$50K	\$50-99K	\$100K+	No answer
<b>Sample Size</b>	1512	203	153	102	98	505	349	102	740	772	438	527	547	179	259	249	278	250	296	209	272	259	229	255	288	636	478	397	495	488	267	262

Regional sample sizes are unweighted. All other sample sizes, including totals, are weighted to census data. Blank cells indicate zero responses were received. Cells containing "0%" are statistically zero, though at least one response was received.

Q1. Which of the following are your three most important considerations when shopping for food? (choose up to 3)

	Total	Region							Gender		Age			Age_Fine						Age Gender						Education			Household Income			
		BC	AB	SK	MB	ON	QC	ATL	Male	Female	18-34	35-54	55+	18-24	25-34	35-44	45-54	55-64	65+	Male 18-34	Male 35-54	Male 55+	Female 18-34	Female 35-54	Female 55+	HS or less	College/ Tech school	Univ+	<\$50K	\$50-99K	\$100K+	No answer
Affordability	72%	67%	74%	76%	79%	72%	71%	73%	72%	71%	71%	72%	72%	67%	73%	73%	72%	74%	70%	73%	73%	71%	69%	72%	73%	75%	71%	66%	77%	72%	63%	70%
Flavour	36%	31%	38%	48%	39%	37%	35%	34%	39%	34%	36%	39%	33%	30%	40%	42%	37%	35%	32%	35%	43%	38%	37%	36%	29%	36%	37%	35%	35%	38%	37%	33%
Nutritional content	35%	33%	45%	40%	39%	35%	32%	35%	35%	36%	37%	34%	36%	34%	39%	35%	33%	30%	41%	36%	35%	34%	37%	33%	37%	27%	37%	46%	29%	36%	46%	37%
Locally grown/raised	29%	36%	28%	31%	21%	30%	24%	37%	28%	30%	20%	31%	35%	19%	21%	29%	32%	35%	34%	18%	31%	33%	23%	30%	37%	30%	30%	26%	31%	29%	27%	
Trusted/recognized brand	24%	22%	27%	25%	29%	26%	20%	22%	24%	24%	19%	23%	28%	20%	19%	21%	25%	29%	28%	18%	24%	29%	21%	22%	28%	27%	24%	19%	24%	25%	22%	24%
Hormone/antibiotic/pesticide free	23%	29%	22%	14%	10%	21%	25%	25%	19%	27%	20%	24%	24%	20%	20%	24%	24%	27%	22%	17%	20%	20%	23%	29%	28%	20%	24%	26%	20%	23%	30%	22%
Free of genetically modified organisms (GMOs)	19%	25%	21%	11%	18%	19%	17%	20%	16%	22%	14%	20%	23%	15%	14%	18%	21%	23%	24%	12%	17%	19%	16%	23%	27%	18%	22%	19%	20%	17%	23%	19%
Convenience in terms of food preparation	14%	12%	17%	19%	18%	16%	12%	12%	16%	13%	18%	14%	12%	15%	20%	14%	14%	11%	13%	18%	16%	13%	18%	12%	11%	17%	11%	14%	15%	16%	10%	14%
Low fat/low calorie	11%	9%	7%	9%	15%	10%	12%	18%	12%	10%	10%	10%	13%	11%	9%	7%	13%	9%	16%	9%	11%	15%	10%	10%	10%	11%	10%	12%	11%	11%	11%	11%
Organically grown	8%	13%	9%	3%	5%	7%	7%	7%	6%	9%	8%	9%	6%	10%	6%	9%	10%	7%	5%	8%	6%	5%	7%	13%	7%	6%	8%	10%	7%	7%	9%	9%
Meets specialized dietary requirements (i.e. gluten sensitivity/food allergies)	8%	7%	6%	8%	8%	8%	9%	3%	6%	9%	8%	8%	7%	8%	8%	9%	6%	6%	8%	5%	5%	8%	10%	10%	7%	8%	7%	9%	8%	7%	8%	7%
I don't do the food shopping for my household	3%	2%		5%	3%	2%	4%	3%	3%	2%	5%	1%	2%	11%	2%	1%	1%	1%	2%	7%	2%	2%	4%		1%	3%	3%	1%	2%	2%	1%	6%

Q2. And, of the following food characteristics about which some people express concern, which two, if any, are you personally most concerned about? (choose up to two)

	Total	Region							Gender		Age			Age_Fine						Age Gender						Education			Household Income			
		BC	AB	SK	MB	ON	QC	ATL	Male	Female	18-34	35-54	55+	18-24	25-34	35-44	45-54	55-64	65+	Male 18-34	Male 35-54	Male 55+	Female 18-34	Female 35-54	Female 55+	HS or less	College/ Tech school	Univ+	<\$50K	\$50-99K	\$100K+	No answer
Raised with Hormones and/or antibiotics	42%	45%	32%	23%	34%	46%	43%	48%	39%	46%	38%	43%	46%	37%	39%	44%	41%	43%	48%	34%	39%	42%	42%	46%	49%	40%	42%	46%	40%	44%	41%	44%
Grown with pesticides	33%	28%	28%	28%	26%	31%	43%	36%	32%	35%	30%	35%	34%	31%	29%	31%	39%	35%	33%	30%	33%	32%	29%	38%	36%	36%	31%	32%	37%	31%	30%	34%
Processed/sugary, etc.	32%	39%	39%	40%	30%	33%	24%	32%	32%	32%	35%	29%	34%	37%	34%	28%	29%	33%	34%	32%	31%	35%	38%	27%	33%	28%	32%	41%	28%	33%	40%	32%
Contains Genetically Modified Organisms (GMOs)	30%	33%	21%	23%	27%	30%	32%	33%	26%	34%	23%	30%	35%	23%	24%	28%	32%	33%	37%	21%	25%	32%	26%	36%	38%	33%	32%	23%	31%	28%	30%	33%
Contains artificial flavours/colours	15%	18%	21%	22%	16%	14%	9%	17%	14%	15%	15%	14%	15%	14%	16%	14%	14%	16%	15%	11%	17%	15%	16%	13%	12%	15%	19%	12%	16%	18%	13%	
Contains preservatives	13%	12%	18%	20%	13%	13%	13%	4%	12%	14%	16%	12%	11%	14%	18%	13%	11%	9%	13%	16%	11%	11%	17%	13%	12%	13%	12%	15%	15%	12%	11%	12%
None of these concern me	13%	7%	15%	18%	22%	12%	13%	12%	17%	9%	14%	15%	10%	16%	13%	16%	13%	7%	17%	20%	13%	12%	8%	6%	15%	13%	8%	14%	13%	11%	12%	

Q3.How familiar would you say you are with genetically modified organisms (GMOs) in food? Would you say you are:

	Total	Region							Gender		Age			Age_Fine						Age Gender						Education			Household Income			
		BC	AB	SK	MB	ON	QC	ATL	Male	Female	18-34	35-54	55+	18-24	25-34	35-44	45-54	55-64	65+	Male 18- 34	Male 35- 54	Male 55+	Female 18- 34	Female 35- 54	Female 55+	HS or less	College/ Tech school	Univ+	<\$50K	\$50-99K	\$100K+	No answer
Very familiar with GMOs	16%	22%	20%	16%	11%	16%	12%	18%	21%	12%	24%	17%	10%	29%	20%	17%	16%	12%	9%	30%	22%	12%	18%	11%	8%	12%	14%	26%	13%	18%	21%	16%
Know a little bit about them	60%	61%	61%	61%	59%	58%	63%	52%	58%	61%	58%	57%	64%	56%	59%	59%	55%	63%	65%	52%	57%	63%	63%	57%	64%	56%	64%	61%	60%	59%	64%	57%
Have only heard the term	19%	13%	17%	16%	26%	21%	20%	19%	17%	21%	14%	21%	21%	11%	17%	20%	23%	20%	21%	15%	17%	20%	14%	26%	22%	24%	19%	12%	20%	21%	12%	20%
Have never heard of them until now	5%	3%	2%	7%	4%	5%	5%	10%	4%	6%	4%	5%	6%	4%	4%	4%	6%	6%	5%	3%	4%	5%	5%	6%	6%	8%	3%	1%	7%	3%	3%	7%
Top2Box	76%	84%	81%	77%	70%	74%	75%	71%	78%	73%	81%	73%	74%	85%	79%	76%	71%	74%	73%	82%	79%	76%	81%	68%	72%	68%	78%	87%	72%	76%	85%	73%
Bottom2Box	24%	16%	19%	23%	30%	26%	25%	29%	22%	27%	19%	27%	26%	15%	21%	24%	29%	26%	27%	18%	21%	24%	19%	32%	28%	32%	22%	13%	28%	24%	15%	27%

Q4.In your opinion, is it safe to eat genetically modified (GM) foods?

	Total	Region							Gender		Age			Age_Fine						Age Gender						Education			Household Income			
		BC	AB	SK	MB	ON	QC	ATL	Male	Female	18-34	35-54	55+	18-24	25-34	35-44	45-54	55-64	65+	Male 18- 34	Male 35- 54	Male 55+	Female 18- 34	Female 35- 54	Female 55+	HS or less	College/ Tech school	Univ+	<\$50K	\$50-99K	\$100K+	No answer
Generally safe	39%	40%	54%	60%	48%	43%	26%	29%	49%	31%	43%	39%	38%	47%	39%	39%	38%	37%	38%	53%	49%	45%	33%	28%	31%	34%	36%	52%	33%	41%	51%	37%
Generally unsafe	28%	28%	19%	17%	18%	25%	38%	24%	23%	32%	30%	28%	25%	26%	34%	25%	31%	23%	26%	26%	22%	23%	35%	35%	27%	26%	31%	25%	31%	27%	25%	23%
Not sure	33%	32%	27%	23%	34%	32%	35%	48%	28%	38%	27%	33%	38%	27%	27%	36%	31%	40%	36%	21%	29%	32%	32%	38%	43%	40%	33%	23%	36%	32%	24%	39%

Q5.To the best of your knowledge, which of the following techniques for introducing desired traits in food crops are considered "genetic modifications" – that is, the foods resulting from these techniques would be considered GMOs.

	Total	Region							Gender		Age			Age_Fine						Age Gender						Education			Household Income			
		BC	AB	SK	MB	ON	QC	ATL	Male	Female	18-34	35-54	55+	18-24	25-34	35-44	45-54	55-64	65+	Male 18- 34	Male 35- 54	Male 55+	Female 18- 34	Female 35- 54	Female 55+	HS or less	College/ Tech school	Univ+	<\$50K	\$50-99K	\$100K+	No answer
Traditional crossbreeding (for example, breeding strawberries with each other to try to get the biggest, sweetest berry possible)	40%	33%	35%	47%	41%	41%	44%	43%	39%	42%	48%	43%	32%	48%	48%	48%	40%	28%	35%	44%	41%	31%	51%	46%	32%	38%	43%	41%	43%	38%	45%	35%
Mutagenesis (that is, subjecting an organism to chemicals or radiation until it develops a desired trait)	46%	52%	54%	43%	35%	47%	37%	52%	43%	48%	54%	43%	41%	53%	55%	46%	40%	38%	45%	55%	37%	40%	53%	49%	43%	42%	44%	53%	45%	43%	50%	46%
Recombinant DNA (that is, introducing the gene for a desired trait from one species into a different species)	62%	71%	72%	68%	67%	60%	56%	59%	67%	58%	65%	64%	59%	69%	62%	63%	65%	61%	57%	71%	65%	65%	59%	63%	54%	57%	61%	73%	56%	65%	71%	59%
None of these produce GMOs	11%	8%	8%	10%	10%	11%	12%	11%	10%	11%	8%	11%	12%	8%	8%	10%	12%	16%	9%	6%	11%	13%	10%	11%	12%	16%	8%	6%	13%	9%	6%	15%

Q6.In fact food products produced via all three of these methods are considered GMOs.Knowing this, which of these GMOs do you think should be subject to mandatory labeling in grocery stores?

	Total	Region							Gender		Age			Age_Fine						Age Gender						Education			Household Income				
		BC	AB	SK	MB	ON	QC	ATL	Male	Female	18-34	35-54	55+	18-24	25-34	35-44	45-54	55-64	65+	Male 18- 34	Male 35- 54	Male 55+	Female 18- 34	Female 35- 54	Female 55+	HS or less	College/ Tech school	Univ+	<\$50K	\$50-99K	\$100K+	No answer	
Traditionally crossbred crops and animals	38%	36%	23%	35%	44%	37%	49%	30%	34%	42%	34%	40%	38%	33%	35%	38%	43%	36%	41%	30%	35%	35%	38%	46%	41%	42%	38%	32%	44%	34%	37%	35%	
Mutagenesis - changing genes within one organism	64%	67%	63%	56%	61%	62%	68%	60%	60%	67%	61%	62%	67%	65%	58%	60%	64%	66%	68%	56%	59%	65%	66%	66%	69%	61%	67%	65%	63%	65%	62%	64%	
Recombinant DNA - foods that have genes from a different species introduced to their own genome	63%	68%	64%	45%	67%	61%	63%	65%	61%	65%	56%	65%	66%	58%	54%	63%	66%	65%	67%	52%	60%	68%	59%	69%	65%	60%	64%	66%	63%	64%	61%	61%	
None of these	17%	18%	20%	28%	18%	17%	15%	18%	20%	15%	20%	16%	17%	21%	19%	18%	15%	17%	16%	24%	19%	18%	16%	13%	15%	19%	14%	19%	16%	17%	17%	21%	