

### Section One

Thank you for agreeing to complete this survey. In this section, we are interested in learning about your general perceptions of the foods you purchase.

1. How concerned are you about the way foods are produced and processed in the United States? (PLEASE CIRCLE ONE NUMBER)

1	2	3	4	5
NOT AT ALL CONCERNED		SOMEWHAT CONCERNED		VERY CONCERNED

2. How concerned are you about the way foods are produced and processed in other countries? (PLEASE CIRCLE ONE NUMBER)

1	2	3	4	5
NOT AT ALL CONCERNED		SOMEWHAT CONCERNED		VERY CONCERNED

3. How often do you purchase organic foods? (PLEASE CIRCLE ONE NUMBER)

1	2	3	4	5
NEVER		SOMETIMES		ALWAYS

4. How often do you read the nutrition labels on the foods you purchase? (PLEASE CIRCLE ONE NUMBER)

1	2	3	4	5
NEVER		SOMETIMES		ALWAYS

## Section Two

In this section, we are interested in concerns you may have with the way foods are produced or processed.

5. Listed on this page are different items related to the way foods are produced or processed. Review the list and rate how concerned you are with each item. (PLEASE CIRCLE ONE NUMBER FOR EACH ITEM)

	NOT AT ALL CONCERNED		SOMEWHAT CONCERNED		VERY CONCERNED
	1	2	3	4	5
Use of antibiotics .....	1	2	3	4	5
Use of pesticides .....	1	2	3	4	5
Use of artificial Growth hormones .....	1	2	3	4	5
Use of genetically Modified ingredients .....	1	2	3	4	5
Use of irradiation .....	1	2	3	4	5
Use of artificial Colors or flavors .....	1	2	3	4	5
Use of pasteurization .....	1	2	3	4	5
Use of preservatives .....	1	2	3	4	5

### Section Three

In this section, we are interested in your opinions regarding genetically modified foods. Genetically modifying foods refers to a laboratory procedure where the genetics of a plant or animal is changed by either taking a gene from another organism and inserting it into the plant or animal or by removing a gene currently found in the plant or animal. The goal of the process is to alter one or more of the basic characteristics of the plant or animal. For example, one could genetically manipulate a tomato plant to change its flavor, texture, or ability to resist insects.

6. Have you ever heard of food being genetically engineered or genetically modified? (PLEASE CIRCLE ONE NUMBER)

1 NO → **SKIP TO QUESTION 7**

2 YES → What foods have you heard are being genetically modified? (**CHECK ALL** THAT APPLY)

- CANOLA OIL
- CORN (INCLUDING POPCORN AND SWEET CORN)
- SOYBEANS
- POTATOES
- SQUASH (YELLOW CROOKNECK)
- TOMATOES
- SALMON
- OTHER: (PLEASE SPECIFY) \_\_\_\_\_

7. **In your opinion**, what percent of the food sold **in the U.S.** is genetically modified or contains genetically modified ingredients?  
(PLEASE CIRCLE ONE NUMBER)

0%   10%   20%   30%   40%   50%   60%   70%   80%   90%   100%  
NONE                      SOME                      HALF                      MOST                      ALL

8. Below are some potential benefits of genetically modifying foods claimed by proponents. Review and rate how important each of these alleged benefits are to you. (CIRCLE ONE NUMBER FOR EACH ITEM)

	NOT AT ALL IMPORTANT		SOMEWHAT IMPORTANT		VERY IMPORTANT
	-----	-----	-----	-----	-----
INCREASED DISEASE RESISTANCE IN CROPS	1	2	3	4	5
DECREASED NEED FOR ANTI-BIOTICS IN MEAT	1	2	3	4	5
INCREASED FROST RESISTANCE IN CROPS	1	2	3	4	5
DECREASED NEED FOR IRRIGATION OF CROPS	1	2	3	4	5
INCREASED VITAMINS AND MINERALS IN FOODS	1	2	3	4	5
INCREASED FOOD PRODUCTION IN POORER COUNTRIES	1	2	3	4	5
LONGER SHELF LIFE FOR FRESH FRUITS AND VEGETABLES	1	2	3	4	5
DECREASED TOTAL FAT AND/OR SATURATED FAT	1	2	3	4	5
DECREASED NEED FOR PESTICIDES ON CROPS	1	2	3	4	5
INCREASED ANTI-OXIDANT LEVELS IN FOODS	1	2	3	4	5
INCREASED PROTEIN IN FOODS	1	2	3	4	5
INCREASED SIZE OF FRUITS AND VEGETABLES	1	2	3	4	5
INCREASED FLAVOR OF FRESH FRUITS AND VEGETABLES	1	2	3	4	5
REMOVAL OF ALLERGENS FROM FOODS	1	2	3	4	5
FOODS MODIFIED TO CONTAIN VACCINES AGAINST DISEASES	1	2	3	4	5
LOWER FOOD PRICES	1	2	3	4	5
OTHER – SPECIFY AND RATE:	1	2	3	4	5

9. Listed on this page are some potential concerns of genetically modifying foods claimed by opponents. Review the list and rate how important these alleged concerns are to you. (CIRCLE ONE NUMBER FOR EACH ITEM)

	NOT AT ALL IMPORTANT		SOMEWHAT IMPORTANT		VERY IMPORTANT
	-----		-----		
UNKNOWN OR UNANTICIPATED ALLERGENS INTRODUCED	1	2	3	4	5
UNKNOWN OR UNANTICIPATED TOXINS PRODUCED	1	2	3	4	5
UNKNOWN LONG TERM HEALTH EFFECTS	1	2	3	4	5
INCREASED RISK OF ANTIBIOTIC RESISTANT BACTERIA	1	2	3	4	5
CONTROL OF AGRICULTURE BY BIOTECHNOLOGY COMPANIES	1	2	3	4	5
UNKNOWN LONG TERM ENVIRONMENTAL EFFECTS	1	2	3	4	5
GENETIC CONTAMINATION OF THE ENVIRONMENT	1	2	3	4	5
INCREASED USE OF PESTICIDES	1	2	3	4	5
INCREASED USE OF HERBICIDES	1	2	3	4	5
SPREAD OF PEST RESISTANCE TO UNDESIRABLE WEEDS	1	2	3	4	5
SPREAD OF DISEASE RESISTANCE TO WEEDS	1	2	3	4	5
SPREAD OF HERBICIDE TOLERANCE TO WEEDS	1	2	3	4	5
ETHICAL ISSUES WITH GENETIC MODIFICATION OF NATURE	1	2	3	4	5
RISKS TO SPECIES DIVERSITY	1	2	3	4	5
DAMAGE TO TOPSOIL	1	2	3	4	5
RISKS TO WILDLIFE & INSECTS	1	2	3	4	5
OTHER – SPECIFY AND RATE:	1	2	3	4	5

#### Section Four

Currently, the U.S. government does not require genetically modified foods to be labeled unless the food's composition is significantly changed. Some people feel that all genetically modified foods should be labeled. In this section, we are interested in your reactions to different labeling programs for food products.

10. Have you ever seen a label indicating that a product is "GMO-free" or "does not contain genetically modified ingredients"? (PLEASE CIRCLE ONE NUMBER)

- 1 NO
- 2 YES
- 3 DON'T KNOW

11. Would you like to see labels on foods indicating whether or not the product contains genetically modified ingredients? (PLEASE CIRCLE ONE NUMBER)

- 1 NO → SKIP TO SECTION FIVE
- 2 YES

12. There are several ways to implement a food-labeling program for genetically modified foods.

A **mandatory** approach would require all food producers to test whether their product contains genetically modified ingredients. Once tested, the program could require either:

- **all foods** to display whether or not they contain genetically modified ingredients
- **only foods containing** genetically modified ingredients to display a label
- **only foods not containing** genetically modified ingredients to display a label

A **voluntary** approach would allow food producers to voluntarily test whether their product contains genetically modified ingredients. Once tested, the program would allow:

- **only foods not containing** genetically modified ingredients to display a label

How do you think a testing and labeling program should be implemented in the U.S.?  
(PLEASE CIRCLE ONE NUMBER)

- 1 TESTING IS MANDATORY AND ALL FOODS MUST DISPLAY A LABEL
- 2 TESTING IS MANDATORY AND ONLY FOODS CONTAINING GENETICALLY MODIFIED INGREDIENTS DISPLAY A LABEL
- 3 TESTING IS MANDATORY AND ONLY FOODS **NOT** CONTAINING GENETICALLY MODIFIED INGREDIENTS DISPLAY A LABEL
- 4 TESTING IS VOLUNTARY AND ONLY FOODS **NOT** CONTAINING GENETICALLY MODIFIED INGREDIENTS DISPLAY A LABEL
- 5 TESTING AND LABELING ARE UNNECESSARY → **SKIP** TO SECTION FIVE

13. Which organization would you prefer to oversee a labeling program for genetically modified foods? (PLEASE CIRCLE ONE NUMBER)

- 1 US DEPT. OF AGRICULTURE
- 2 US FOOD AND DRUG ADMINISTRATION
- 3 US ENVIRONMENTAL PROTECTION AGENCY
- 4 GREENPEACE
- 5 NATURAL RESOURCES DEFENSE COUNCIL
- 6 THE ORGANIC CONSUMERS ASSOCIATION
- 7 IDENTITY PRESERVATION PROGRAM
- 8 CERT ID – GENETIC ID, INC.
- 9 UNION OF CONCERNED SCIENTISTS
- 10 CONSUMER’S UNION
- 11 NATIONAL INSTITUTES OF HEALTH
- 12 AMERICAN MEDICAL ASSOCIATION
- 13 AMERICAN HEART ASSOCIATION
- 14 AMERICAN CANCER SOCIETY
- 15 OTHER ORGANIZATION - PLEASE SPECIFY: \_\_\_\_\_  
\_\_\_\_\_

14. What is the main reason you chose this organization? (PLEASE CIRCLE ONE NUMBER)

- 1 I'M FAMILIAR WITH ORGANIZATION
- 2 IT IS A GOVERNMENT AGENCY
- 3 IT IS AN INDEPENDENT CERTIFYING ORGANIZATION
- 4 IT IS AN INDUSTRY GROUP
- 5 OTHER: (PLEASE SPECIFY) \_\_\_\_\_

15. There are different pieces of information that could be displayed on a label for genetically modified foods. Review the following list and rate how important each piece of information is to you. (PLEASE CIRCLE ONE NUMBER FOR EACH ITEM)

NOT AT ALL IMPORTANT	SOMEWHAT IMPORTANT	VERY IMPORTANT
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LABELS SHOULD STATE <b>WHICH</b> INGREDIENTS IN A PRODUCT ARE GENETICALLY MODIFIED	1	2	3	4	5
LABELS SHOULD STATE <b>WHY</b> THE INGREDIENTS ARE GENETICALLY MODIFIED	1	2	3	4	5
LABELS SHOULD STATE <b>HOW</b> THE INGREDIENTS ARE GENETICALLY MODIFIED	1	2	3	4	5
LABELS SHOULD STATE <b>WHO</b> IS CERTIFYING THE INFORMATION	1	2	3	4	5
LABELS SHOULD LIST ANY WARNINGS ASSOCIATED WITH THE MODIFICATION	1	2	3	4	5
LABELS SHOULD LIST ANY BENEFITS ASSOCIATED WITH THE MODIFICATION	1	2	3	4	5
LABELS SHOULD LIST A PHONE NUMBER OR WEBSITE SO YOU COULD OBTAIN MORE INFORMATION	1	2	3	4	5



c. **In your opinion**, how likely are you to develop long-term health problems because of eating this food? (PLEASE CIRCLE ONE NUMBER)

1	2	3	4	5
HIGHLY UNLIKELY		UNSURE		HIGHLY LIKELY

d. **In your opinion**, how likely are you to improve your long-term health because of eating this food? (PLEASE CIRCLE ONE NUMBER)

1	2	3	4	5
HIGHLY UNLIKELY		UNSURE		HIGHLY LIKELY

e. **In your opinion**, what are the environmental effects of this product? (PLEASE CIRCLE ONE NUMBER)

1	2	3	4	5
BENEFICIAL TO ENVIRONMENT		UNSURE		HARMFUL TO ENVIRONMENT

f. If you were to see this label displayed on a food product that you normally buy, what is the likelihood that you would buy this product if the price and other qualities of the product were the **same** as your regular brand? (PLEASE CIRCLE ONE NUMBER)

1	2	3	4	5
HIGHLY UNLIKELY		UNSURE		HIGHLY LIKELY

17. Please review the following hypothetical food label and answer the questions listed on these two pages.

**This product contains genetically modified ingredients**

a. **In your opinion**, how believable is the information on this label? (PLEASE CIRCLE ONE NUMBER)

1	2	3	4	5
NOT				VERY
BELIEVABLE				BELIEVABLE

b. How much information does this label provide so you can make an educated product choice? (PLEASE CIRCLE ONE NUMBER)

1	2	3	4	5
NOT ENOUGH		JUST ENOUGH		TOO MUCH
INFORMATION		INFORMATION		INFORMATION

c. **In your opinion**, how likely are you to develop long-term health problems because of eating this food? (PLEASE CIRCLE ONE NUMBER)

1	2	3	4	5
HIGHLY UNLIKELY		UNSURE		HIGHLY LIKELY

d. **In your opinion**, how likely are you to improve your long-term health because of eating this food? (PLEASE CIRCLE ONE NUMBER)

1	2	3	4	5
HIGHLY UNLIKELY		UNSURE		HIGHLY LIKELY

e. **In your opinion**, what are the environmental effects of this product? (PLEASE CIRCLE ONE NUMBER)

1	2	3	4	5
BENEFICIAL TO ENVIRONMENT		UNSURE		HARMFUL TO ENVIRONMENT

f. If you were to see this label displayed on a food product that you normally buy, what is the likelihood that you would buy this product if the price and other qualities of the product were the **same** as your regular brand? (PLEASE CIRCLE ONE NUMBER)

1	2	3	4	5
HIGHLY UNLIKELY		UNSURE		HIGHLY LIKELY

### Section Five

In this section we would like to know your reaction to different hypothetical labeling programs for products containing genetically modified ingredients.

18. How often do you do the food shopping for your household? (PLEASE CIRCLE ONE NUMBER)

- 1 ALL OF THE TIME,
- 2 MOST OF THE TIME
- 3 ABOUT HALF OF THE TIME
- 4 OCCASIONALLY
- 5 NEVER → **SKIP** TO SECTION SIX

19. How much do you typically spend, per month, on foods you eat at home? Please do not include foods you buy at a restaurant (IF NOT SURE, PLEASE MAKE YOUR BEST ESTIMATE).

\$\_\_\_\_\_ SPENT PER MONTH

20. Do you ever buy bread? (PLEASE CIRCLE ONE NUMBER)

- 1 YES
- 2 NO → **SKIP** TO SECTION SIX

21. About how many loaves of bread do you currently buy in a typical month? (IF NOT SURE, PLEASE MAKE YOUR BEST ESTIMATE).

\_\_\_\_\_ LOAVES

22. Assume that you went to your usual food store to buy a loaf of bread. In addition to a brand you have bought in the past, you find two other brands of bread. Each loaf of bread looks and smells the same. The only difference between the loaves of bread is what appears below. Note that farmers currently produce both genetically modified wheat and wheat that is not genetically modified. The company that makes your brand of bread mixes both types of wheat together. Please assume that 90% of the wheat in your brand of bread is genetically modified.

**BRAND A**

costs 10 cents more than  
your usual brand

<p><b>100% OF THE WHEAT IN THIS PRODUCT IS GENETICALLY MODIFIED</b></p> <p>Long-term health effects are currently unknown.</p> <p><i>Certified by Identity Preservation Program</i></p>
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**BRAND B**

costs 5 cents more than  
your usual brand

<p><b>CONTAINS NO GENETICALLY MODIFIED INGREDIENTS</b></p> <p><i>Certified by Identity Preservation Program</i></p>
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Which loaf of bread would you purchase? (CIRCLE ONE NUMBER)

- 1 I WOULD CHOOSE BRAND A
- 2 I WOULD CHOOSE BRAND B
- 3 I WOULD CHOOSE MY USUAL BRAND
- 4 I WOULD CHOOSE NOT TO BUY BREAD → **SKIP TO SECTION SIX**

23. About how many loaves, of the brand you chose above, would you buy in a typical month?  
(IF UNSURE, PLEASE MAKE YOUR BEST ESTIMATE)

\_\_\_\_\_ LOAVES

### Section Six

In this section, we would like to know a little bit about you for statistical purposes. We would like to remind you that all of your answers to the survey are treated as strictly confidential. However, we need this information to be able to compare your responses with other Americans. We thank you again for taking the time to complete this survey.

24. What is your gender? (PLEASE CIRCLE ONE NUMBER)

- 1 MALE
- 2 FEMALE

25. What is your race/ethnicity? (PLEASE CIRCLE ONE NUMBER)

- 1 WHITE
- 2 BLACK
- 3 HISPANIC OR OF SPANISH ORIGIN
- 4 ASIAN OR PACIFIC ISLANDER
- 5 AMERICAN INDIAN OR ALASKAN NATIVE
- 6 OTHER, PLEASE SPECIFY \_\_\_\_\_

26. How old are you? \_\_\_\_\_ YEARS OLD

27. What is the highest level of education you have completed? (PLEASE CIRCLE ONE NUMBER)

- 1 0-11 YEARS
- 2 12 YEARS (HIGH SCHOOL GRADUATE OR GED)
- 3 1-3 YEARS COLLEGE (SOME COLLEGE)
- 4 COLLEGE GRADUATE (BACHELOR DEGREE OR EQUIVALENT)
- 5 POSTGRADUATE, MASTER'S DEGREE, DOCTORATE, LAW DEGREE, OTHER PROFESSIONAL DEGREE

28. Are there any children under the age of 18 living in your household? (PLEASE CIRCLE ONE NUMBER)

- 1 NO
- 2 YES → How many children in your household fall under the following age groups? (FILL IN THE BLANK)

NEWBORN – 5 YEARS OLD \_\_\_\_\_ CHILDREN  
6 YEARS OLD – 10 YEARS OLD \_\_\_\_\_ CHILDREN  
11 YEARS OLD – 18 YEARS OLD \_\_\_\_\_ CHILDREN

29. Do you grow your own vegetables? (PLEASE CIRCLE ONE NUMBER)

- 1 NO
- 2 YES, FOR CONSUMPTION BY MY HOUSEHOLD
- 3 YES, FOR SALE AT THE LOCAL STORE/FARMER'S MARKET, ETC.

30. Do you belong to a food cooperative? (PLEASE CIRCLE ONE NUMBER)

- 1 NO
- 2 YES

31. Do you regularly shop at a farmer's market or health food store? (PLEASE CIRCLE ONE NUMBER)

- 1 NO
- 2 YES

32. Do you work in any of the fields listed below? (CIRCLE ONE NUMBER)

- 1 LARGE SCALE CONVENTIONAL FARMING
- 2 SMALL SCALE CONVENTIONAL FARMING
- 3 LARGE SCALE ORGANIC FARMING
- 4 SMALL SCALE ORGANIC FARMING
- 5 DAIRY FARMING OR LIVESTOCK FARM
- 6 FOOD PROCESSING
- 7 GROCERY STORE
- 8 COOK, CATERER OR RESTAURANT OWNER
- 9 OTHER AGRICULTURAL OR FOOD PROCESSING WORK
- 10 I DO NOT WORK IN ANY OF THESE FIELDS

33. Do you adhere to any of the following dietary restrictions? (PLEASE CIRCLE ONE NUMBER)

- 1 DIABETIC DIET
- 2 LOW FAT DIET
- 3 HIGH FIBER DIET
- 4 FOOD ALLERGIES/SENSITIVITIES
- 5 VEGETARIAN DIET
- 6 LOW SODIUM DIET
- 7 KOSHER DIET
- 8 OTHER – PLEASE SPECIFY: \_\_\_\_\_
- 9 I DO NOT ADHERE TO ANY DIETARY RESTRICTIONS

34. What was your total household income before taxes for last year?  
(PLEASE CIRCLE ONE NUMBER)

- |                       |                         |
|-----------------------|-------------------------|
| 1 LESS THAN \$10,000  | 7 \$60,000 - \$70,000   |
| 2 \$10,000 - \$20,000 | 8 \$70,000 - \$80,000   |
| 3 \$20,000 - \$30,000 | 9 \$80,000 - \$90,000   |
| 4 \$30,000 - \$40,000 | 10 \$90,000 - \$100,000 |
| 5 \$40,000 - \$50,000 | 11 MORE THAN \$100,000  |
| 6 \$50,000 - \$60,000 | 12 MORE THAN \$250,000  |