



School of Environmental  
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# Public Perceptions of Labeling Genetically Modified Foods

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[http://humeco.rutgers.edu/documents\\_PDF/news/GMlabelingperceptions.pdf](http://humeco.rutgers.edu/documents_PDF/news/GMlabelingperceptions.pdf)

## Introduction

This working paper contains findings from an October 2013 online U.S. national survey on public perceptions of labeling of genetically modified (GM) foods. Labeling of GM food and food ingredients is an issue that has been garnering national attention as a result of a 2012 ballot initiative in California (Proposition 37) and an upcoming 2013 initiative in Washington State (Initiative 522), as well as legislative actions in at least 20 other states that would require labeling of GM foods. Proponents and opponents of GM labeling have spent tens of millions of dollars in the last two years attempting to influence public opinion. The question is whether Americans are paying attention.

Genetic modification of food, sometimes referred to as genetically engineered (GE) foods or genetically modified organisms (GMOs), involves the transfer of one or more genes to a plant or animal using the tools of biotechnology with the purpose of expressing a desired trait, such as pest resistance or herbicide tolerance to increased productivity.

With more than 170 million acres planted in GM crop varieties, the United States remains the largest producer of GM agricultural products, harvesting about 43% of the world's GM crops. According to USDA Crop Acreage reports, in 2013, 94% of the soy, 90% of the cotton, and 90% of the corn produced in the United States were GM varieties featuring the two principal traits of insect resistance and herbicide tolerance, or combinations of the two. Moreover, 95% of the sugar beets grown by farmers in the US (more than a million acres) were herbicide-resistant GM varieties. In addition, American farmers grew millions of acres of GM herbicide-resistant canola and alfalfa, and virus-resistant squash and papaya.

Corn, soy, canola, sugar beets, and cotton seed oil are the source of some of the most common ingredients used by American food processors. GM varieties are also often mixed with conventional varieties during shipping, processing and storage. As a result, experts say that the majority of processed foods in the United States likely contain an ingredient from a GM crop, such as corn starch, high-fructose corn syrup, canola oil, soybean oil, soy flour, lecithin, or

cotton-seed oil. Currently, there is no U.S. requirement that these foods be labeled as GM foods or food ingredients derived from GM crops.

To better understand current consumer attitudes, the survey results presented in this working paper focus on consumer perceptions, awareness and knowledge of GM foods and GM food labeling.

## **Methods**

The current survey was conducted from October 23-27, 2013 by GfK Custom Research, using their national Internet-based survey response panel, KnowledgePanel®. Of the 2,442 individuals randomly selected to participate, 1,148 (excluding breakoffs) responded to the invitation and qualified for the survey, yielding a final stage completion rate of 47.0% and a qualification rate of 100.0% percent. The data reported here have been weighted to be nationally representative, with a  $\pm 3.61\%$  margin of error. Appendix 1 provides top line frequencies for the survey questions presented in this paper.

## **Results**

American consumers' knowledge and awareness of GM foods are low. More than half (54%) say they know very little or nothing at all about genetically modified foods, and one in four (25%) say they have never heard of them.

The survey results also showed that Americans say they read food labels. Approximately 82% of the respondents reported that they sometimes, frequently or always read food labels. However, whether consumers say they want GM food labels depends on how you ask the question.

To better understand public sentiment regarding food labeling in general and GM food labels specifically, the researchers asked about labeling in several ways. Before introducing the idea of GM foods, the survey participants were asked simply "What information would you like

to see on food labels that is not already on there?" In response, most said that no additional information was needed on food labels. Only 7% of respondents raised GM food labeling on their own. A similar number (6%) said they wanted more information about where the food product was grown or processed.

To put consumer opinions about the importance of GM food labels into context, the researchers asked respondents to rate how important it was to them to have various kinds of information on food labels. In response, 59% said that it was very or extremely important to have information about whether the product contains GM ingredients on a label. This is about the same percentage who indicated that it was similarly important to have information about whether the product was grown using hormones (63%), pesticides (62%), or antibiotics (61%), whether it was grown or raised in the United States (60%), and whether the product contains allergens (59%).

To better understand this answer, they were then asked if US food labeling required GM food labels. Only about a quarter (26%) of Americans realize that current regulations do not require GM products to be labeled. Finally, when asked directly whether GM foods should be required to be labeled, 73% said yes.

Despite the abundance of products with GM ingredients in the U.S., the survey results suggest most consumers are unaware of them. The study found that fewer than half of Americans (43%) are aware that such products are currently for sale in supermarkets, and only about one quarter (26%) believe that they have *ever* eaten any food containing GM ingredients. In fact, GM soy products were introduced to the market more than 15 years ago, and because most processed foods are likely to contain an ingredient derived from a GM crop, most Americans have consumed such products.

The survey found that even those who say they are aware of the presence of GM foods in American stores are unclear about which foods are available. While three-quarters correctly recognized that GM corn products are on store shelves, and 59% realized that GM soybeans are

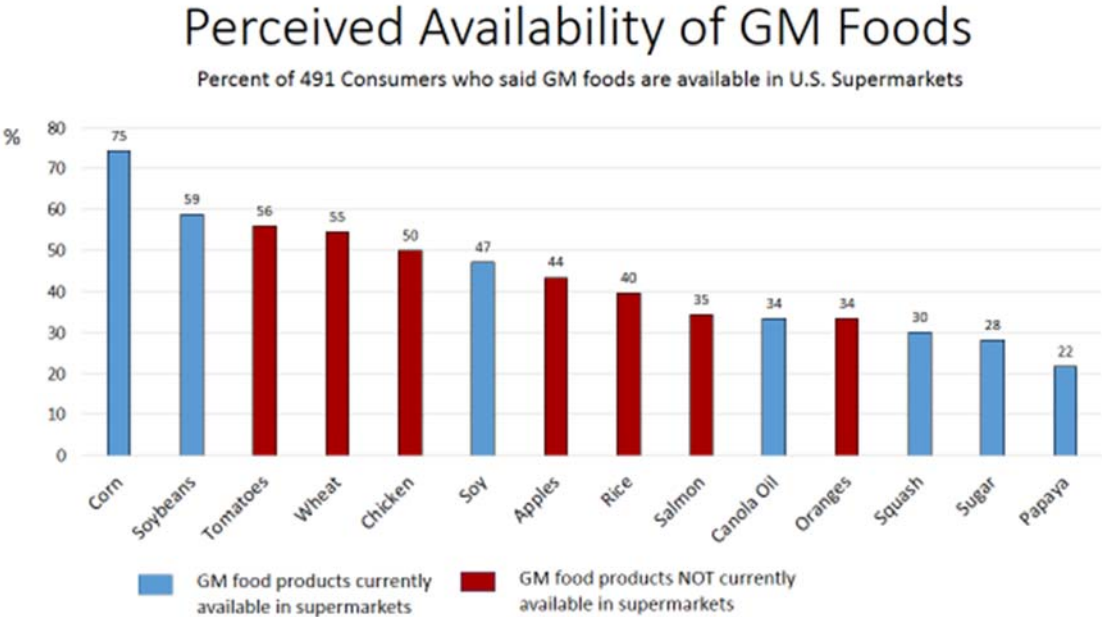
available, more than half mistakenly believed that GM tomatoes, wheat, and chicken products are in supermarkets, more than 40% believe that GM apples and rice are on the market, and more than a third believe that GM salmon and GM oranges are currently on offer. These latter products are not on supermarket shelves in the U.S (See Figure 1).

While most Americans say they are unfamiliar with GM foods, the majority indicate that they hold at least some negative perceptions of GM foods. Fewer than half (45%) agreed that they thought it was safe to eat GM foods (with only 8% strongly agreeing GM food was safe to eat), 63% said they would be upset if they were served GM food in a restaurant without knowing it, and 54% said that they would be willing to pay more for food that was not genetically modified.

## **Conclusions**

The results of the survey provide some insight into the current state of Americans' awareness and perceptions of genetically modified foods, and their interest in having those foods labeled as such. Knowledge and awareness of GM foods is low, and so perhaps not surprisingly, very few people volunteer that they are interested in GM food labeling information if they are not specifically prompted to think about them. However, when asked about them, the majority of Americans report feeling that GM food labels are important; although our data also indicate that they feel about as strongly about the importance of other potential food labels, including labels indicating the use of hormones, pesticides and antibiotics on agricultural products. Finally, most Americans appear to have some negative feelings about GM foods. As a result, when asked directly if they think GM food labels should be required, nearly three-quarters of Americans agree.

Figure 1: Perceived Availability of GM Foods in U.S. Supermarkets Among those that Believe that GM Foods are Currently Available



**Appendix 1: Frequency Tables***Beyond just looking at the brand name, how often do you read food labels?*

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Never	40	3.5	3.6	3.6
	Rarely	159	13.8	14.0	17.6
	Sometimes	409	35.6	36.2	53.7
	Frequently	408	35.5	36.0	89.8
	Always	116	10.1	10.2	100.0
	Total	1132	98.6	100.0	
Missing	Refused	16	1.4		
Total		1148	100.0		

*What information would you like to see on food labels that is not currently required to be there? [Open ended, recoded]*

*GM Ingredients*

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	83	7.2	100.0	100.0
Missing	System	1065	92.8		
Total		1148	100.0		

*Large Print*

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	5	.4	100.0	100.0
Missing	System	1143	99.6		
Total		1148	100.0		

*Where the Food was Grown or Produced*

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	73	6.4	100.0	100.0
Missing	System	1075	93.6		
Total		1148	100.0		



*Nutrition Information*

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	44	3.9	100.0	100.0
Missing	System	1104	96.1		
Total		1148	100.0		

*Portion Sizes*

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	5	.5	100.0	100.0
Missing	System	1143	99.5		
Total		1148	100.0		

*Irradiation*

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	6	.5	100.0	100.0
Missing	System	1142	99.5		
Total		1148	100.0		

*Pesticides*

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	15	1.3	100.0	100.0
Missing	System	1133	98.7		
Total		1148	100.0		

*Artificial Colors/Flavors/Additives*

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	7	.6	100.0	100.0
Missing	System	1141	99.4		
Total		1148	100.0		

*Preservatives*

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	7	.6	100.0	100.0
Missing	System	1141	99.4		
Total		1148	100.0		

*Chemicals*

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	21	1.9	100.0	100.0
Missing	System	1127	98.1		
Total		1148	100.0		

*Additional Ingredient Information*

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	51	4.4	100.0	100.0
Missing	System	1097	95.6		
Total		1148	100.0		

*Organic*

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	13	1.1	100.0	100.0
Missing	System	1135	98.9		
Total		1148	100.0		

*Natural*

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	13	1.2	100.0	100.0
Missing	System	1135	98.8		
Total		1148	100.0		

*Gluten Free*

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	7	.6	100.0	100.0
Missing	System	1141	99.4		
Total		1148	100.0		

*Allergens*

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	9	.8	100.0	100.0
Missing	System	1139	99.2		
Total		1148	100.0		

*Other*

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	75	6.6	100.0	100.0
Missing	System	1073	93.4		
Total		1148	100.0		

*Additional Information is Not Needed*

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	I do not feel that additional information is needed on food labels.	658	57.3	100.0	100.0
	Refused	97	8.5		
Missing	System	393	34.2		
	Total	490	42.7		
Total		1148	100.0		

*[was grown using pesticides] How important is it to you that the following information be on a food label? Whether the food:*

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Not at all important	75	6.6	6.8	6.8
	Slightly important	86	7.5	7.8	14.6
	Somewhat important	261	22.7	23.5	38.0
	Very important	325	28.3	29.2	67.3
	Extremely important	364	31.7	32.7	100.0
	Total	1112	96.8	100.0	
Missing	Refused	36	3.2		
	Total	1148	100.0		

*[was grown or raised locally] How important is it to you that the following information be on a food label? Whether the food:*

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Not at all important	89	7.7	8.1	8.1
	Slightly important	108	9.4	9.7	17.8
	Somewhat important	390	34.0	35.3	53.1
	Very important	302	26.3	27.4	80.5
	Extremely important	215	18.7	19.5	100.0
	Total	1104	96.1	100.0	
Missing	Refused	44	3.9		
	Total	1148	100.0		

*[contains genetically modified ingredients] How important is it to you that the following information be on a food label? Whether the food:*

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Not at all important	97	8.4	8.7	8.7
	Slightly important	115	10.0	10.3	19.0
	Somewhat important	249	21.6	22.3	41.3
	Very important	294	25.6	26.4	67.7
	Extremely important	360	31.4	32.3	100.0
	Total	1114	97.1	100.0	
Missing	Refused	34	2.9		
	Total	1148	100.0		



*[was grown or raised organically] How important is it to you that the following information be on a food label? Whether the food:*

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Not at all important	129	11.2	11.6	11.6
	Slightly important	158	13.8	14.3	25.9
	Somewhat important	348	30.3	31.4	57.3
	Very important	261	22.8	23.6	80.9
	Extremely important	212	18.5	19.1	100.0
	Total	1110	96.7	100.0	
Missing	Refused	38	3.3		
	Total	1148	100.0		

*[was grown or raised in the United States] How important is it to you that the following information be on a food label? Whether the food:*

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Not at all important	70	6.1	6.4	6.4
	Slightly important	96	8.4	8.7	15.0
	Somewhat important	275	24.0	24.8	39.9
	Very important	359	31.3	32.4	72.3
	Extremely important	307	26.7	27.7	100.0
	Total	1108	96.5	100.0	
Missing	Refused	40	3.5		
	Total	1148	100.0		

*[was grown or raised outside of the United States] How important is it to you that the following information be on a food label? Whether the food:*

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Not at all important	91	8.0	8.2	8.2
	Slightly important	118	10.3	10.5	18.7
	Somewhat important	296	25.8	26.5	45.2
	Very important	304	26.5	27.2	72.4
	Extremely important	309	26.9	27.6	100.0
	Total	1118	97.4	100.0	
Missing	Refused	30	2.6		
	Total	1148	100.0		

*[was grown or raised using traditional cross-breeding methods] How important is it to you that the following information be on a food label? Whether the food:*

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Not at all important	165	14.4	15.0	15.0
	Slightly important	192	16.7	17.4	32.3
	Somewhat important	332	28.9	30.0	62.3
	Very important	223	19.4	20.1	82.5
	Extremely important	194	16.9	17.5	100.0
	Total	1106	96.4	100.0	
Missing	Refused	42	3.6		
Total		1148	100.0		

*[is natural] How important is it to you that the following information be on a food label?  
Whether the food:*

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Not at all important	98	8.6	8.9	8.9
	Slightly important	122	10.6	11.0	19.9
	Somewhat important	315	27.4	28.4	48.3
	Very important	316	27.5	28.5	76.7
	Extremely important	258	22.5	23.3	100.0
	Total	1109	96.6	100.0	
Missing	Refused	39	3.4		
Total		1148	100.0		

*[was humanely raised] How important is it to you that the following information be on a food label? Whether the food:*

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Not at all important	93	8.1	8.4	8.4
	Slightly important	170	14.8	15.3	23.7
	Somewhat important	304	26.5	27.3	51.0
	Very important	291	25.4	26.2	77.2
	Extremely important	254	22.1	22.8	100.0
	Total	1113	96.9	100.0	
Missing	Refused	35	3.1		
	Total	1148	100.0		

*[was raised using antibiotics] How important is it to you that the following information be on a food label? Whether the food:*

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Not at all important	79	6.8	7.1	7.1
	Slightly important	104	9.0	9.4	16.4
	Somewhat important	250	21.7	22.5	38.9
	Very important	334	29.1	30.1	69.0
	Extremely important	344	30.0	31.0	100.0
	Total	1110	96.7	100.0	
Missing	Refused	38	3.3		
	Total	1148	100.0		

*[was raised using hormones] How important is it to you that the following information be on a food label? Whether the food:*

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Not at all important	83	7.3	7.5	7.5
	Slightly important	108	9.4	9.7	17.2
	Somewhat important	223	19.4	20.1	37.3
	Very important	324	28.2	29.2	66.5
	Extremely important	372	32.4	33.5	100.0
	Total	1111	96.8	100.0	
Missing	Refused	37	3.2		
	Total	1148	100.0		



*[was raised using vaccines] How important is it to you that the following information be on a food label? Whether the food:*

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Not at all important	102	8.9	9.2	9.2
	Slightly important	117	10.2	10.5	19.7
	Somewhat important	275	23.9	24.7	44.4
	Very important	272	23.7	24.4	68.8
	Extremely important	347	30.2	31.2	100.0
	Total	1112	96.9	100.0	
Missing	Refused	36	3.1		
Total		1148	100.0		

*[contains allergens] How important is it to you that the following information be on a food label? Whether the food:*

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Not at all important	114	10.0	10.4	10.4
	Slightly important	110	9.6	9.9	20.3
	Somewhat important	234	20.3	21.1	41.5
	Very important	323	28.1	29.2	70.7
	Extremely important	324	28.2	29.3	100.0
	Total	1104	96.2	100.0	
Missing	Refused	44	3.8		
	Total	1148	100.0		

*[is fair trade] How important is it to you that the following information be on a food label?  
Whether the food:*

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Not at all important	158	13.7	14.1	14.1
	Slightly important	201	17.5	18.1	32.2
	Somewhat important	411	35.8	36.9	69.1
	Very important	218	19.0	19.6	88.7
	Extremely important	126	10.9	11.3	100.0
	Total	1114	97.0	100.0	
Missing	Refused	34	3.0		
	Total	1148	100.0		

*[contains artificial colors] How important is it to you that the following information be on a food label? Whether the food:*

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Not at all important	115	10.0	10.3	10.3
	Slightly important	172	15.0	15.5	25.8
	Somewhat important	306	26.7	27.5	53.4
	Very important	280	24.4	25.2	78.6
	Extremely important	239	20.8	21.4	100.0
	Total	1113	96.9	100.0	
Missing	Refused	35	3.1		
	Total	1148	100.0		

*[has a low impact on the environment] How important is it to you that the following information be on a food label? Whether the food:*

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Not at all important	136	11.8	12.1	12.1
	Slightly important	204	17.8	18.3	30.4
	Somewhat important	381	33.2	34.1	64.6
	Very important	247	21.6	22.2	86.7
	Extremely important	148	12.9	13.3	100.0
	Total	1116	97.2	100.0	
Missing	Refused	32	2.8		
Total		1148	100.0		

*Before this survey, were you aware that genetically modified foods existed?*

		Frequency	Percent	Valid Percent	Cumulative Percent
	Yes	844	73.5	74.8	74.8
Valid	No	285	24.8	25.2	100.0
	Total	1129	98.4	100.0	
Missing	Refused	19	1.6		
Total		1148	100.0		

*How much do you know about genetically modified food?*

		Frequency	Percent	Valid Percent	Cumulative Percent
	Nothing at all	243	21.2	21.6	21.6
	Very little	363	31.6	32.2	53.8
	Some	367	32.0	32.6	86.4
Valid	A fair amount	125	10.9	11.1	97.5
	A great deal	28	2.5	2.5	100.0
	Total	1127	98.2	100.0	
Missing	Refused	21	1.8		
Total		1148	100.0		

*[I think it is safe for me to eat genetically modified food.] Please indicate if you strongly agree, somewhat agree, etc with the following statements about genetically modified food.*

		Frequency	Percent	Valid Percent	Cumulative Percent
	Strongly agree	87	7.6	7.9	7.9
	Somewhat agree	429	37.4	39.1	47.1
Valid	Somewhat disagree	401	34.9	36.6	83.7
	Strongly disagree	179	15.6	16.3	100.0
	Total	1096	95.5	100.0	
Missing	Refused	52	4.5		
Total		1148	100.0		

*[I would pay more for food that was NOT genetically modified.] Please indicate if you strongly agree, somewhat agree, etc with the following statements about genetically modified food.*

		Frequency	Percent	Valid Percent	Cumulative Percent
	Strongly agree	180	15.7	16.4	16.4
	Somewhat agree	438	38.2	40.1	56.5
Valid	Somewhat disagree	357	31.1	32.6	89.2
	Strongly disagree	118	10.3	10.8	100.0
	Total	1093	95.2	100.0	
Missing	Refused	55	4.8		
Total		1148	100.0		



*[I would be upset if I were served genetically modified food in a restaurant without knowing it.] Please indicate if you strongly agree, somewhat agree, etc with the following statements about genetically modified food.*

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly agree	329	28.7	29.8	29.8
	Somewhat agree	389	33.9	35.2	65.1
	Somewhat disagree	284	24.7	25.7	90.7
	Strongly disagree	102	8.9	9.3	100.0
	Total	1105	96.2	100.0	
Missing	Refused	43	3.8		
Total		1148	100.0		

*As far as you know, are there any foods containing genetically modified ingredients in supermarkets right now?*

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	491	42.8	43.5	43.5
	No	50	4.4	4.5	48.0
	I am not sure	587	51.2	52.0	100.0
	Total	1128	98.3	100.0	
Missing	Refused	20	1.7		
Total		1148	100.0		

*[Corn] Which of the following genetically modified food products are currently available to American consumers?*

		Frequency	Percent	Valid Percent	Cumulative Percent
	No	125	10.9	25.4	25.4
Valid	Yes	366	31.9	74.6	100.0
	Total	491	42.8	100.0	
Missing	System	657	57.2		
Total		1148	100.0		

*[Soy] Which of the following genetically modified food products are currently available to American consumers?*

		Frequency	Percent	Valid Percent	Cumulative Percent
	No	258	22.5	52.7	52.7
Valid	Yes	232	20.2	47.3	100.0
	Total	491	42.8	100.0	
Missing	System	657	57.2		
Total		1148	100.0		

*[Rice] Which of the following genetically modified food products are currently available to American consumers?*

		Frequency	Percent	Valid Percent	Cumulative Percent
	No	295	25.7	60.2	60.2
Valid	Yes	195	17.0	39.8	100.0
	Total	491	42.8	100.0	
Missing	System	657	57.2		
Total		1148	100.0		

*[Tomatoes] Which of the following genetically modified food products are currently available to American consumers?*

		Frequency	Percent	Valid Percent	Cumulative Percent
	No	216	18.8	44.0	44.0
Valid	Yes	275	23.9	56.0	100.0
	Total	491	42.8	100.0	
Missing	System	657	57.2		
Total		1148	100.0		

*[Soybeans] Which of the following genetically modified food products are currently available to American consumers?*

		Frequency	Percent	Valid Percent	Cumulative Percent
	No	202	17.6	41.1	41.1
Valid	Yes	289	25.2	58.9	100.0
	Total	491	42.8	100.0	
Missing	System	657	57.2		
Total		1148	100.0		

*[Chicken] Which of the following genetically modified food products are currently available to American consumers?*

		Frequency	Percent	Valid Percent	Cumulative Percent
	No	245	21.3	49.9	49.9
Valid	Yes	246	21.4	50.1	100.0
	Total	491	42.8	100.0	
Missing	System	657	57.2		
Total		1148	100.0		

*[Canola oil] Which of the following genetically modified food products are currently available to American consumers?*

		Frequency	Percent	Valid Percent	Cumulative Percent
	No	325	28.3	66.3	66.3
Valid	Yes	166	14.4	33.7	100.0
	Total	491	42.8	100.0	
Missing	System	657	57.2		
Total		1148	100.0		

*[Papaya] Which of the following genetically modified food products are currently available to American consumers?*

		Frequency	Percent	Valid Percent	Cumulative Percent
	No	383	33.4	78.0	78.0
Valid	Yes	108	9.4	22.0	100.0
	Total	491	42.8	100.0	
Missing	System	657	57.2		
Total		1148	100.0		

*[Wheat] Which of the following genetically modified food products are currently available to American consumers?*

		Frequency	Percent	Valid Percent	Cumulative Percent
	No	223	19.4	45.5	45.5
Valid	Yes	268	23.3	54.5	100.0
	Total	491	42.8	100.0	
Missing	System	657	57.2		
Total		1148	100.0		

*[Salmon] Which of the following genetically modified food products are currently available to American consumers?*

		Frequency	Percent	Valid Percent	Cumulative Percent
	No	321	28.0	65.5	65.5
Valid	Yes	169	14.8	34.5	100.0
	Total	491	42.8	100.0	
Missing	System	657	57.2		
Total		1148	100.0		

*[Sugar] Which of the following genetically modified food products are currently available to American consumers?*

		Frequency	Percent	Valid Percent	Cumulative Percent
	No	351	30.6	71.6	71.6
Valid	Yes	140	12.2	28.4	100.0
	Total	491	42.8	100.0	
Missing	System	657	57.2		
Total		1148	100.0		

*[Oranges] Which of the following genetically modified food products are currently available to American consumers?*

		Frequency	Percent	Valid Percent	Cumulative Percent
	No	325	28.3	66.3	66.3
Valid	Yes	166	14.4	33.7	100.0
	Total	491	42.8	100.0	
Missing	System	657	57.2		
Total		1148	100.0		

*[Apples] Which of the following genetically modified food products are currently available to American consumers?*

		Frequency	Percent	Valid Percent	Cumulative Percent
	No	277	24.1	56.5	56.5
Valid	Yes	214	18.6	43.5	100.0
	Total	491	42.8	100.0	
Missing	System	657	57.2		
Total		1148	100.0		

*[Squash] Which of the following genetically modified food products are currently available to American consumers?*

		Frequency	Percent	Valid Percent	Cumulative Percent
	No	342	29.8	69.7	69.7
Valid	Yes	149	12.9	30.3	100.0
	Total	491	42.8	100.0	
Missing	System	657	57.2		
Total		1148	100.0		



*[Refused] Which of the following genetically modified food products are currently available to American consumers?*

		Frequency	Percent	Valid Percent	Cumulative Percent
	No	468	40.8	95.4	95.4
Valid	Yes	23	2.0	4.6	100.0
	Total	491	42.8	100.0	
Missing	System	657	57.2		
Total		1148	100.0		

*As far as you know, have you ever eaten any food containing genetically modified ingredients?*

		Frequency	Percent	Valid Percent	Cumulative Percent
	Yes	304	26.5	27.1	27.1
Valid	No	121	10.5	10.8	37.9
	I am not sure	696	60.7	62.1	100.0
	Total	1121	97.7	100.0	
Missing	Refused	27	2.3		
Total		1148	100.0		

*Are foods that contain genetically modified ingredients required by law to be labeled as such in the US?*

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid				
Yes	123	10.7	10.9	10.9
No	303	26.4	27.0	38.0
I am not sure	696	60.7	62.0	100.0
Total	1122	97.8	100.0	
Missing				
Refused	26	2.2		
Total	1148	100.0		

*Current regulations do not require genetically modified foods to be labeled in the US. Do you think that genetically modified foods should be required to be labeled?*

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid				
Yes	838	73.0	73.9	73.9
No	95	8.3	8.4	82.3
I am not sure	200	17.4	17.7	100.0
Total	1133	98.7	100.0	
Missing				
Refused	15	1.3		
Total	1148	100.0		