

Insights West

Survey on Genetically Modified Foods - Alberta (March 3, 2014)

First, we'd like to ask you some questions about food. How often do you check the labels in the food you buy to review each of the following? Choose one for each row.

		Alberta		Gender				Age						Region					
				Female		Male		18 - 34		35 - 54		55+		Lower Mainland		Vancouver Island		Rest of BC	
Total Calories	Always	22%	138	28%	96	15%	43	27%	50	20%	51	19%	37	25%	62	22%	58	17%	18
	Frequently	33%	204	32%	111	34%	94	34%	63	30%	75	34%	65	30%	73	34%	88	37%	40
	Only sometimes	32%	199	29%	102	35%	97	27%	49	35%	88	33%	63	32%	80	31%	82	30%	32
	Never	14%	85	11%	39	16%	46	11%	21	15%	39	13%	25	13%	32	13%	34	17%	18
	Total	100%	627	100%	348	100%	280	100%	183	100%	253	100%	190	100%	247	100%	262	100%	108
Fat	Always	25%	159	25%	86	26%	73	29%	53	23%	57	26%	50	26%	65	24%	64	27%	29
	Frequently	36%	227	38%	131	35%	97	40%	73	33%	84	37%	70	36%	90	38%	100	33%	36
	Only sometimes	26%	165	26%	91	26%	74	19%	34	31%	78	27%	52	24%	59	26%	67	28%	30
	Never	12%	76	11%	40	13%	36	13%	23	14%	35	9%	18	13%	32	12%	31	12%	13
	Total	100%	627	100%	348	100%	280	100%	183	100%	253	100%	190	100%	247	100%	262	100%	108
Sodium	Always	22%	138	23%	79	21%	59	19%	34	19%	47	31%	58	25%	61	21%	55	20%	22
	Frequently	34%	214	35%	123	32%	91	36%	65	34%	86	33%	63	36%	89	31%	81	40%	43
	Only sometimes	28%	177	27%	94	30%	84	28%	52	30%	75	26%	50	24%	59	35%	91	19%	21
	Never	15%	97	15%	52	16%	45	17%	32	18%	45	11%	20	15%	38	13%	35	20%	22
	Total	100%	627	100%	348	100%	280	100%	183	100%	253	100%	190	100%	247	100%	262	100%	108
To see whether they are organic	Always	10%	64	11%	39	9%	26	14%	25	9%	22	9%	17	11%	28	11%	28	7%	8
	Frequently	17%	106	18%	62	16%	44	17%	31	17%	43	16%	31	18%	45	15%	40	19%	20
	Only sometimes	37%	234	36%	125	39%	109	40%	74	34%	87	39%	74	40%	98	38%	100	31%	34
	Never	35%	222	35%	121	36%	101	29%	53	40%	102	36%	68	31%	76	36%	94	43%	46
	Total	100%	627	100%	348	100%	280	100%	183	100%	253	100%	190	100%	247	100%	262	100%	108
To see whether the product includes genetically modified organisms (GMO)	Always	10%	60	10%	36	9%	24	12%	22	6%	16	12%	22	8%	19	11%	30	9%	10
	Frequently	16%	98	15%	53	16%	45	19%	35	16%	40	12%	22	19%	46	15%	38	10%	11
	Only sometimes	24%	151	22%	76	26%	74	23%	42	25%	62	25%	47	21%	51	27%	70	27%	29
	Never	51%	319	52%	182	49%	137	46%	84	53%	135	52%	99	53%	131	47%	124	53%	57
	Total	100%	627	100%	348	100%	280	100%	183	100%	253	100%	190	100%	247	100%	262	100%	108

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Do you have a positive or negative opinion of genetically modified foods? Choose one.

	Alberta		Gender				Age						Region					
			Female		Male		18 - 34		35 - 54		55+		Calgary		Edmonton		Rest of AB	
Very positive	6%	36	4%	15	7%	20	12%	22	3%	7	4%	7	4%	11	5%	13	11%	12
Moderately positive	18%	112	14%	48	23%	64	17%	31	13%	34	24%	46	16%	40	16%	43	23%	25
Moderately negative	34%	214	34%	119	34%	95	42%	77	30%	77	31%	59	39%	96	35%	91	19%	21
Very negative	21%	133	27%	95	14%	38	16%	30	25%	62	22%	41	22%	55	21%	54	21%	23
Not sure	21%	133	20%	71	22%	62	12%	22	29%	74	19%	37	18%	45	23%	60	25%	27

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Do you support or oppose implementing a ban on genetically modified foods in Canada? Choose one.

	Alberta		Gender				Age						Region					
			Female		Male		18 - 34		35 - 54		55+		Calgary		Edmonton		Rest of AB	
Strongly support	24%	146	30%	104	15%	42	23%	41	24%	61	24%	44	23%	56	26%	67	19%	20
Moderately support	26%	158	26%	88	26%	70	30%	53	23%	57	26%	48	27%	65	25%	65	24%	26
Moderately oppose	16%	99	12%	41	21%	58	17%	30	14%	36	18%	33	17%	40	13%	35	21%	23
Strongly oppose	11%	67	8%	28	15%	40	11%	20	9%	23	13%	25	10%	24	10%	26	13%	14
Not sure	24%	146	24%	83	23%	64	18%	32	30%	77	20%	38	23%	55	26%	67	22%	24