

Insights West

Survey on Genetically Modified Foods - British Columbia (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.

		British Columbia		Gender				Age						Region					
		%	n	Female	Male	18 - 34	35 - 54	55+	Lower Mainland	Vancouver Island	Rest of BC								
Total Calories	Always	24%	192	28%	114	19%	78	31%	65	21%	60	22%	68	24%	116	23%	33	24%	43
	Frequently	36%	297	40%	163	33%	134	37%	77	35%	103	37%	117	37%	184	31%	44	38%	68
	Only sometimes	30%	247	24%	97	37%	151	29%	60	32%	93	30%	93	29%	143	32%	45	32%	58
	Never	10%	80	9%	36	11%	45	4%	9	12%	36	11%	36	10%	48	15%	21	5%	9
	Total	100%	817	100%	410	100%	407	100%	209	100%	292	100%	314	100%	492	100%	142	100%	180
Fat	Always	26%	210	30%	123	21%	86	24%	51	22%	63	30%	95	24%	116	30%	43	28%	50
	Frequently	36%	292	39%	161	32%	131	34%	72	36%	105	37%	115	38%	188	30%	42	33%	59
	Only sometimes	31%	251	24%	100	37%	151	36%	75	33%	96	25%	80	29%	144	32%	45	34%	61
	Never	8%	65	7%	27	9%	38	6%	12	10%	30	8%	24	9%	43	8%	11	6%	10
	Total	100%	817	100%	410	100%	407	100%	209	100%	292	100%	314	100%	492	100%	142	100%	180
Sodium	Always	27%	220	31%	128	23%	92	23%	49	22%	64	34%	106	25%	122	33%	47	29%	52
	Frequently	32%	265	34%	140	31%	125	33%	69	33%	97	31%	98	35%	171	25%	35	33%	59
	Only sometimes	29%	239	26%	106	33%	133	31%	65	32%	92	25%	80	29%	141	30%	42	29%	53
	Never	12%	95	9%	37	14%	59	13%	28	13%	38	9%	29	12%	58	13%	19	9%	16
	Total	100%	817	100%	410	100%	407	100%	209	100%	292	100%	314	100%	492	100%	142	100%	180
To see whether they are organic	Always	11%	88	14%	57	8%	31	13%	27	10%	29	11%	33	11%	52	12%	17	11%	19
	Frequently	26%	209	27%	109	25%	100	34%	72	23%	68	22%	69	23%	115	27%	39	30%	54
	Only sometimes	38%	309	37%	152	38%	155	34%	71	40%	116	39%	122	42%	205	34%	48	31%	55
	Never	26%	214	22%	92	30%	121	20%	42	28%	82	28%	89	25%	121	27%	38	28%	51
	Total	100%	817	100%	410	100%	407	100%	209	100%	292	100%	314	100%	492	100%	142	100%	180
To see whether the product includes genetically modified organisms (GMO)	Always	15%	121	18%	73	12%	48	13%	28	12%	35	18%	58	13%	64	19%	27	16%	29
	Frequently	19%	157	19%	79	19%	78	31%	64	16%	48	15%	47	20%	97	16%	23	21%	37
	Only sometimes	25%	205	26%	106	24%	98	22%	46	27%	79	25%	79	27%	131	24%	34	22%	40
	Never	41%	333	37%	150	45%	183	35%	73	46%	133	41%	128	40%	197	40%	57	41%	74
	Total	100%	712	100%	375	100%	338	100%	177	100%	247	100%	288	100%	429	100%	124	100%	151

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

	British Columbia		Gender				Age						Region					
			Female		Male		18 - 34		35 - 54		55+		Lower Mainland		Vancouver Island		Rest of BC	
Very positive	1%	10	0%	1	2%	9	2%	4	1%	3	2%	5	1%	5	1%	2	2%	4
Moderately positive	15%	123	10%	39	21%	84	12%	26	14%	41	18%	56	16%	78	11%	16	17%	30
Moderately negative	35%	286	35%	143	35%	144	44%	91	33%	96	32%	100	37%	184	32%	45	31%	55
Very negative	31%	257	38%	155	25%	103	30%	62	33%	97	32%	99	28%	138	34%	48	39%	71
Not sure	17%	137	17%	71	17%	69	13%	28	19%	55	17%	54	18%	87	22%	31	12%	21

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

	British Columbia		Gender				Age						Region					
			Female		Male		18 - 34		35 - 54		55+		Lower Mainland		Vancouver Island		Rest of BC	
Strongly support	30%	249	39%	159	22%	89	30%	63	31%	90	31%	96	28%	139	37%	53	32%	57
Moderately support	26%	209	26%	106	25%	103	33%	68	24%	70	23%	72	25%	124	23%	33	27%	48
Moderately oppose	18%	148	14%	56	23%	92	20%	42	15%	43	20%	63	17%	86	13%	19	24%	44
Strongly oppose	7%	57	4%	15	10%	42	3%	6	9%	27	8%	26	7%	36	6%	8	7%	13
Not sure	19%	153	18%	72	20%	83	16%	33	22%	64	18%	55	22%	106	21%	30	11%	19