

2010 TOPLINE DATA

1a. Thinking about your diet over the past few months, are there any foods or ingredients that you have avoided or eaten less of?

Yes	54%
No	46%

[If yes...]

1b. What foods or ingredients have you avoided? [OPEN END]

Sugars/Carbs	51%
Fats/Oils/Cholesterol	32%
Salt/Sodium	20%
Animal products	18%
Snack Foods/Fast Foods/ Soda	16%
Artificial/Additives	8%
Spices/Spicy Foods	2%
Processed Foods/Refined Foods	1%
Biotech	0%
Other	14%

2a. Can you think of any information that is not currently included on food labels that you would like to see on food labels?

Yes	18%
No	82%

[If yes...]

2b. What types of information would that be? [OPEN END]

Nutritional Information	37%
Ingredients (General)	20%
Source/Processing Information	10%
Biotechnology	3%
Food Safety Information	2%
Other	25%
Don't Know/Refused	11%

3. How confident are you about the safety of the US food supply? Would you say...?

Very confident	18%
Somewhat confident	51%
Neither confident nor not confident	19%
Not very confident	10%
Not at all confident	2%

4. What, if anything, are you concerned about when it comes to food safety? [OPEN END]

Disease/Contamination	38%
Handling/Preparation	33%
Food source	11%
Preservatives/Chemicals	10%
Health/Nutrition	9%
Agricultural production	9%
Packaging/Labeling	5%
Biotech	2%
Processed foods	1%
Other	4%

5. As you may know, some food products and medicines are being developed with the help of scientific techniques. The general area is called "biotechnology" and includes tools such as genetic engineering. Biotechnology is also being used to improve crop plants. How much have you heard or read about biotechnology? Would you say you have read or heard...?

A lot	7%
Some	27%
A little	35%
Nothing at all	31%

6. What is your overall impression of using biotechnology with plants that produce food products? Would you say you are...?

Very favorable	10%
Somewhat favorable	22%
Neither favorable nor unfavorable	29%
Not very favorable	14%
Not at all favorable	5%
Don't know enough about it to form an opinion	20%

7a. As far as you know, are there any foods produced through biotechnology in the supermarket now?

Yes	28%
No	8%
Don't know	64%

[If yes...]

7b. Which foods would those be? [OPEN END]

Vegetables	37%
Corn/Corn products	21%
Fruits	19%
Meats/Eggs/Fish	14%
Tomatoes	10%
Cereals/Grains	4%
Milk/Dairy	4%
Soy	4%
Potatoes	1%
Processed Foods	<1%
Other	7%

8a. Do you feel that biotechnology will provide benefits for you or your family within the next five years?

Yes	32%
No	16%
Don't know	52%

[If yes...]

8b. What benefits do you expect? [OPEN END]

Nutrition/health benefits	32%
Improved quality/taste/variety	24%
Price/economic benefits	24%
Improved crops/agricultural production	21%
Safer foods	10%
Reduced pesticides/chemicals	3%
Medical advances	1%
Other	10%
Don't know	3%
Nothing	6%

9. All other things being equal, how likely would you be to buy a variety of produce, like tomatoes or potatoes, if it had been modified by biotechnology to taste better or fresher?

Very likely	18%
Somewhat likely	49%
Not too likely	25%
Not at all likely	8%

10. All other things being equal, how likely would you be to buy a variety of produce, like tomatoes or potatoes, if it had been modified by biotechnology to be protected from insect damage and required fewer pesticide applications?

Very likely	29%
Somewhat likely	48%
Not too likely	17%
Not at all likely	7%

11. All other things being equal, how likely would you be to buy a food product made with oils that had been modified by biotechnology to avoid trans fats?

Very likely	27%
Somewhat likely	47%
Not too likely	20%
Not at all likely	6%

12. All things being equal, how likely would you be to buy a food product, made with oils that had been modified by biotechnology to provide more healthful fats, like Omega-3, in the food?

Very likely	31%
Somewhat likely	45%
Not too likely	18%
Not at all likely	5%

13. What is your overall impression of using biotechnology with wheat and grains to produce food products such as bread, crackers, cookies, cereals and pasta?

Very favorable	17%
Somewhat favorable	24%
Neither favorable nor unfavorable	23%
Not very favorable	11%
Not at all favorable	6%
Don't know enough about it to form an opinion	19%

14. All other things being equal, how likely would you be to buy bread, crackers, cookies, cereals or pasta made with flour from wheat that had been modified by biotechnology to use less land, water, and/or pesticides?

Very likely	26%
Somewhat likely	47%
Not too likely	20%
Not at all likely	6%

15. What is your overall impression of farmers using biotechnology to grow more crops that would help meet food demand? Would you say you are...?

Very favorable	23%
Somewhat favorable	28%
Neither favorable nor unfavorable	19%
Not very favorable	10%
Not at all favorable	6%
Don't know enough about it to form an opinion	15%

16. The U.S. Food and Drug Administration (FDA) requires special labeling when a food is produced under certain conditions: when biotechnology's use substantially changes the food's nutritional content, like vitamins or fat, or its composition; or when a potential safety issue is identified. Otherwise, special labeling is not required. Would you say that you strongly support, somewhat support, neither support nor oppose, somewhat oppose or strongly oppose this FDA policy?

Strongly support	36%
Somewhat support	27%
Neither support nor oppose	24%
Somewhat oppose	6%
Strongly oppose	6%

Now, a few questions on animal biotechnology.

17. How much have you read or heard about applying the science of biotechnology to animals? Would you say you have heard...?

A lot	5%
Some	20%
A little	28%
Nothing at all	47%

Animal Biotechnology is the science of improving the health and quality of farm animals (i.e. cows, pigs, chickens, etc.) through the use of a variety of scientific techniques and technologies in breeding and processing.

18. What is your overall impression of using biotechnology with animals that produce food products such as meat, milk, and eggs? Would you say you are...?

Very favorable	10%
Somewhat favorable	19%
Neither favorable nor unfavorable	24%
Not very favorable	13%
Not at all favorable	14%
Don't know enough about it to form an opinion	20%

[If Neither favorable nor unfavorable, Not very favorable, or Not at all favorable...]

19. Why are you not favorable toward using biotechnology with animals that produce food products? *Check all that apply.*

I don't have enough information.	55%
I don't eat meat or dairy products.	3%
I don't understand the benefits of using biotechnology with animals.	39%
Other	23%

Animal biotechnology is a broad science, which is actually comprised of a few major areas. As you read the brief description of each area, please select the answer that corresponds with your overall impression of that specific aspect of animal biotechnology (20-21).

20. Genomics is a form of animal biotechnology that uses knowledge about the genetic makeup of farm animals to aid in producing better offspring for improved meat, milk, and egg quality. What is your overall impression of animal genomics?

Very favorable	15%
Somewhat favorable	29%
Neither favorable nor unfavorable	33%
Not very favorable	14%
Not at all favorable	8%

21. *Genetic engineering.* Genetic engineering is a form of animal biotechnology that allows for the transfer of beneficial traits from one animal to another in a precise way that allows for improved nutritional content or less environmental impact. What is your overall impression of genetic engineering in animals?

Very favorable	12%
Somewhat favorable	29%
Neither favorable nor unfavorable	30%
Not very favorable	16%
Not at all favorable	13%

Now, please read the following statements regarding the potential benefits of animal biotechnology. As you read each one, please indicate whether the information has a positive effect on your impression, a negative effect, or no effect at all (22 - 24).

22. Animal biotechnology can increase farm efficiency; that is, it can increase the amount of food produced while decreasing the amount of resources needed, such as animal feed (i.e. corn, water, etc.).

Positive effect	53%
Negative effect	21%
No effect at all	26%

23. Animal biotechnology can improve the quality and safety of our food (for example, through improved animal health or improved nutritional quality of the food produced).

Positive effect	65%
Negative effect	14%
No effect at all	21%

24. Animal biotechnology can reduce the impact of livestock, such as animal waste, on the environment.

Positive effect	53%
Negative effect	18%
No effect at all	29%

25. Since the U.S. Food and Drug Administration (FDA) has determined that meat, milk, and eggs from animals enhanced through genetic engineering are safe, how likely are you to buy them?

Very likely	21%
Somewhat likely	47%
Not too likely	22%
Not at all likely	9%

Now, a few questions about nanotechnology.

26. How much have you read or heard about applying the science of *nanotechnology* in food applications? Would you say you have read or heard...?

A lot	3%
Some	15%
A little	17%
Nothing at all	66%

Nanotechnology is a science that involves the design and application of structures, devices and systems on an extremely small scale, called the nanoscale - that is, billionths of a meter, or about 1-millionth the size of a pinhead. Potential benefits of nanotechnology include applications related to food science, medicine and the environment. Nanoscale uses in food production include food packaging and processing to improve food safety and quality, and better nutrient and ingredient profiles to improve health.

27. What is your overall impression of using nanotechnology in food production or packaging for such purposes as extending freshness, decreasing the risk of foodborne illness, and improving nutrition? Would you say you are...?

Very favorable	20%
Somewhat favorable	29%
Neither favorable nor unfavorable	20%
Not very favorable	4%
Not at all favorable	4%
Don't know enough about it to form an opinion	23%

Now, a few questions about sustainability.

28. How much have you read or heard about the concept of sustainability in food production?

A lot	7%
Some	20%
A little	23%
Nothing at all	50%

For the following questions, we are defining sustainability as operating in a manner which does not jeopardize the availability of resources for future generations.

29. Please rank the following aspects of “sustainability” in order of importance to you.

	Ranked 1 st	Ranked Top 2	Ranked Top 3	Ranked Bottom 2	Ranked Last
Ensuring a sufficient food supply for the growing global population	32%	50%	63%	15%	7%
Land and water use and efficiency	21%	42%	66%	8%	3%
Maximum output with minimal use of natural resources	19%	40%	59%	14%	6%
Less waste	12%	28%	46%	19%	8%
Recyclable packaging	7%	17%	29%	37%	17%
Lower carbon footprint	7%	15%	24%	47%	26%
Fewer food miles	2%	7%	14%	59%	33%

30. Please rank the following five factors related to growing sustainable crops in order of importance to you.

	Ranked 1 st	Ranked Top 2	Ranked Top 3	Ranked Bottom 2	Ranked Last
Growing more food on less land so valuable land like rain forests is NOT destroyed/used as growing space for increased food production.	27%	50%	69%	31%	14%
Reducing the amount of pesticides needed to produce food.	27%	48%	65%	35%	19%
Growing more food to help feed the growing global population.	23%	40%	57%	43%	26%
Plants that use water more efficiently, thereby conserving fresh water to help cope with predicted droughts and water shortages.	13%	34%	62%	38%	14%
Using <i>conservation tillage</i> farming methods, which reduce soil loss and greenhouse gas emissions.	10%	29%	48%	52%	26%

31. How likely would you be to purchase bread, crackers, cookies, cereal, or pasta products containing wheat that was grown using plant biotechnology, if they were produced using sustainable practices to feed more people using less resources (such as land and pesticides)?

Very likely	26%
Somewhat likely	54%
Not too likely	14%
Not at all likely	5%