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Canadians' Attitudes Towards Biotechnology
and Genetic Engineering

Prepared for:

Agriculture and Agri-Food Canada

by

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Executive Summary

POLLARA is pleased to present to Agriculture Canada, this report based on a series of five proprietary questions included in the latest *Perspectives Canada* survey, which was conducted by telephone between March 1st and 6th, 2000, among a total of 1,667 adult Canadians. The results are proprietary to Agriculture Canada and are not provided to other *Perspectives Canada* subscribers.

- Consistent with the results of the POLLARA survey conducted in August '99, Canadians were highly aware of the foods derived from biotechnology or genetic engineering. Indeed, 83% of the respondents had at least some knowledge of these types of foods. In the August '99 survey, the results were the same with four-in-five respondents (82%) reporting some knowledge of the foods derived from biotechnology or genetic engineering. In the most recent March '00 survey, respondents indicated that they have either heard or read *a lot* (19%), *some* (32%) or only *a little* (32%) about these foods. In contrast, 17% of those surveyed reported that they were unaware of the foods derived from biotechnology, while 1% of the respondents did not provide an indication of their level of knowledge.
- Over half (51%) of Canadians trust the science-based assessments of international experts that genetically modified agriculture products are safe. However, this is ten percent lower than the number of the respondents (61%) answering the same question in the December '99 POLLARA survey. In the March '00 survey, 11% of those surveyed stated they *strongly trust* these assessments, while 40% stated they *somewhat trusted* them. Furthermore, 46% indicated that they distrust these assessments, including 15% who *strongly distrust* them.
- Three-in-four respondents (78%) reported that they are comfortable with the safety of foods sold in grocery stores. This includes one third of the respondent (33%) who are *very comfortable* with the foods sold. However, five percent (5%) of the respondents are *very uncomfortable* with the safety and one-in-six (17%) are *somewhat uncomfortable* with the safety of foods.
- A majority of those surveyed were divided among three sources of information on science, technology and biotechnology that they would select as the most trustworthy. About one third of the respondents (31%) found *scientists* to be the most trustworthy, *special interest groups* followed with one quarter (26%) of Canadians and *news reporters* were considered the most trustworthy by one-in-five respondents (22%). The least trustworthy were *government officials* and *business leaders* with three percent (3%) each. Seven percent (7%) of the respondent said that they did not trust any of the above groups as a source of information on science, technology, and biotechnology. The remaining 8% did not know whom they trusted the most.
- Canadians were asked how important it was to consider environmental concerns in Canada's trade with the other countries compared to economic concerns. Over half of the respondents (54%) said that the environmental concerns were *just as important* as the economic concerns. Slightly over one third of Canadians (36%) thought that environmental concerns were *more important* when considering trade with other countries with only six percent (6%) saying that environmental concerns were *less important*.

I. Introduction

A. Background

POLLARA is pleased to present to Agriculture Canada, this report based on a nationwide telephone survey conducted with a random sample of 1,667 adult Canadians between March 1st and 6th, 2000. The data was then weighted to 1,200 so that the sample would be distributed proportionately across the country and accurately reflect the views of Canadians. When speaking nationally, the results of a weighted sample of 1,200 are accurate to within $\pm 2.9\%$, nineteen times out of twenty. A national sample of this size provides confidence that the survey results closely reflect the views of the Canadian public.

Five questions, proprietary to Agriculture Canada, were designed and approved by both POLLARA and Agriculture Canada and included with POLLARA's latest syndicated survey, *Perspectives Canada*. This report details the results of these five proprietary questions.

B. Methodology

1. The Sample

In total, 1,667 telephone interviews were conducted with a randomly selected sample of Canadians, 18 years of age or older. This sample was distributed disproportionately across the country, with additional surveys conducted (i.e., oversampling) to reach a minimum of 300 residents from any one region. This was undertaken in order to provide relatively reliable regional results. That is, more respondents were surveyed in Atlantic Canada, the Prairies and British Columbia than would normally have been called for with a proportionate sample so that the results of these residents could be analyzed with a higher degree of confidence than would have been the case.

However, when analyzing overall national results, the sample must be representative of the national population and accurately reflect the correct regional proportions. Consequently, the Atlantic Canadian, Prairies and British Columbian surveys were weighted down to what they should have been if it had been a normal population distribution. Table A illustrates the initial and weighted sample for 1,667 interviews, across the 5 regions. The margin of error for the total weighted sample of 1,200 is $\pm 2.9\%$, 19 times out of 20.

Table A
Regional Distribution, Weighting and Margins of Error

<u>Region</u>	<u>Proportion of Population</u> %	<u>Unweighted/ Disproportionate</u> n	<u>Weighted Proportionate</u> n	<u>Margin of error</u> (19 times out of 20)
Atlantic Canada	8.1	300	98	$\pm 5.6\%$
Québec	24.8	300	296	$\pm 5.6\%$
Ontario	37.3	459	445	$\pm 4.6\%$
Prairies	16.7	300	199	$\pm 5.6\%$
British Columbia/Territories	13.2	308	162	$\pm 5.5\%$
TOTALS	100.0	1,667	1,200	$\pm 2.9\%$

2. The Questionnaire

The questions were designed and approved by both Agriculture Canada and POLLARA. There were a total of five distinct Agriculture Canada questions, with an additional 9 demographic questions.

POLLARA takes full responsibility for the professionalism and fairness of the research instruments we use, and meet or exceed the professional ethical requirements of the Canadian Association of Market Research Organizations (CAMRO) and the Professional Marketing Research Society (PMRS).

3. Interviewing

A total of 1,667 adult Canadians were interviewed by telephone between March 1st and 6th, 2000. Interviewing was conducted at POLLARA's state-of-the-art tele-research centres in Bathurst, New Brunswick (bilingual English and French), Toronto, Ontario and Vancouver, British Columbia, using Computer-Assisted-Telephone-Interviewing (CATI).

Approximately 30% of all interviews were monitored by senior POLLARA supervisors, while 100% were supervised to ensure data quality and the swift resolution of any problems. Interviewers are careful at all times to respect the privacy and schedule of respondents. Refusals are graciously accepted and interviews are rescheduled with willing participants as many times as necessary.

Again, POLLARA maintains strict quality control procedures in accordance with guidelines established by CAMRO and the PMRS. As a CAMRO member, POLLARA participates in regular audits of its research methodology. Senior POLLARA personnel, including those involved in this study, are also members in good standing of PMRS, which sets guidelines for ethical and professional conduct, as well as providing members with the opportunity to keep abreast of emerging developments in market research.

C. Analysis and Reporting

The main section of this report details the results of each question in the survey, illustrated with figures and tables.

The report also indicates any significant socio-demographic variations in responses based on gender, age, educational background, employment status, and annual household income, along with job security.

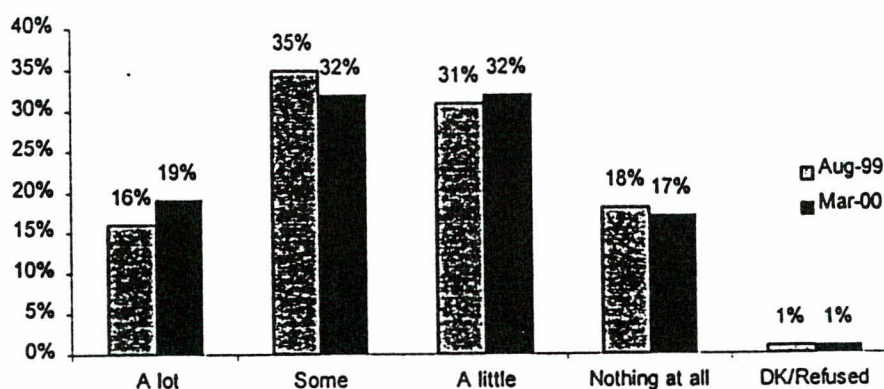
The Interview Schedule that is included in the Technical Appendix is an easy-to-understand summary of the data, consisting of the actual question text, with the survey results inserted beside each question.

II. Canadians' Attitudes Towards Biotechnology and Genetic Engineering

A. Knowledge about Foods Derived from Biotechnology or Genetic Engineering

Consistent with the results of the POLLARA survey conducted in August 1999, Canadians were highly aware of the foods derived from biotechnology or genetic engineering. Indeed, 83% of the respondents had at least some knowledge of these types of foods. In the August '99 survey, the results were the same with four-in-five respondents (82%) reporting some knowledge of the foods derived from biotechnology or genetic engineering. In the most recent March 2000 survey, respondents indicated that they have either heard or read *a lot* (19%), *some* (32%) or only *a little* (32%) about these foods (Figure 1). In contrast, 17% of those surveyed reported that they were unaware of the foods derived from biotechnology, while 1% of the respondents did not provide an indication of their level of knowledge.

Figure 1
Knowledge about Foods Derived from Biotechnology or Genetic Engineering



Question: As you may know, some food products and medicines are being developed with the help of new scientific techniques. The general area is called "biotechnology" and includes tools such as genetic engineering. Biotechnology is being used to improve plants and animals. Would you say you have read or heard a lot, some, a little, nothing at all – on foods derived from biotechnology or genetic engineering?

There were no major differences in the responses between this year's survey and the one conducted in August '99. The few minor differences are noticed within the different socio-demographic subgroups. Those subgroups that were more likely than the average to have knowledge about the subject this year are listed in Table 1. In last year's survey, the same socio-demographic subgroups stand out. However there are a few exceptions: people over age of 55, earners of income of \$55,000 to \$74,000, Atlantic residents and lower income earners, which are listed in Table 2

Table 1
Knowledge about Foods Derived from Biotechnology or Genetic Engineering Socio-Demographic Profile

More likely to hear a lot/some (51%)

55 to 64 (66%)
Some university (57%)
Completed university (74%)
Self-employed (63%)
Currently seeking work (57%)
Students (57%)
\$65,000 to \$74,000 (65%)
\$75,000 to \$100,000 (58%)
Over \$100,000 (66%)

More likely to hear a little/nothing at all (49%)

Atlantic residents (58%)
18 to 24 (55%)
25 to 34 (55%)
Elementary school (63%)
High school (61%)
Employed part-time (56%)
Homemaker (66%)
\$35,000 to \$44,000 (55%)
Female 18 to 34 (62%)

Male 55+ (60%)
 Large city (60%)
 Suburban area (57%)

Table 2
Knowledge about Foods Derived from Biotechnology or
Genetic Engineering Comparison of Two Surveys

Changes in likelihood to hear some/a lot
 55 to 64 (66% in 2000 vs. 60% in 1999)
 Over 65 (46% vs. 56%)
 \$55,000 to \$64,000 (51% vs. 61%)
 \$65,000 to \$74,000 (65% vs. 55%)

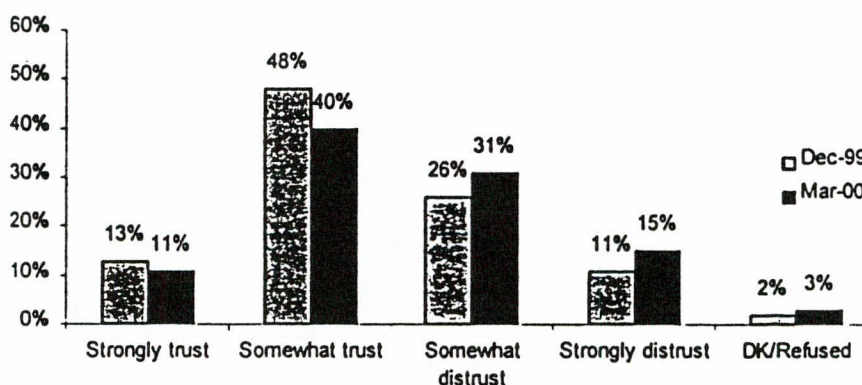
Changes in likelihood to hear a little/nothing at all
 Atlantic residents (58% in 2000 vs. 48% in 1999)
 Homemakers (66% vs. 58%)
 \$25,000 to \$34,000 (52% vs. 59%)
 \$35,000 to \$44,000 (55% vs. 48%)

Additional analysis reveals that there is a relationship between the level of knowledge of biotechnology and the level of comfort with the safety of foods sold in Canadian grocery stores. Those who are *very uncomfortable* with the safety of the foods sold in stores are twice as likely to report having a *lot* of knowledge of biotechnology than the average. Four-in-ten (39%) of these respondents indicate having a *lot* of biotechnology knowledge compared to only two-in-ten (19%) on average.

B. Trust in Science-based Assessments to Assure Safety of Genetically Modified Agriculture Products

Over half (51%) of Canadians trust the science-based assessments of international experts that genetically modified agriculture products are safe (Figure 2). However, this is ten percent lower than the number of the respondents (61%) answering the same question in the December '99 POLLARA survey. In the March '00 survey, 11% of those surveyed stated they *strongly trust* these assessments, while 40% stated they *somewhat trusted* them. Furthermore, 46% indicated that they distrust these assessments, including 15% who *strongly distrust* them.

Figure 2
Trust in Science-based Assessments to Assure Safety of
Genetically Modified Agriculture Products



Question: *Before field trials of genetically modified agriculture products are authorized and before an agriculture product is sold to consumers, the federal government evaluates the product to assess possible risks to the environment and to human and animal health. The assessment is based on science principles developed through international expert consultations carried out by the World Health Organization, the Food and Agriculture Organization of the United Nations and the Organization for Economic Co-operation and Development. To what degree do you trust the science-based assessment to assure safety?*

Table 3 list the socio-demographic subgroups of Canadians that are more likely than the average to trust the science-based assessments to assure the safety of genetically modified products, along with those who are more likely to distrust these assessments. More specifically, Québec residents, the self-employed, those who are currently seeking work and students are more sceptical of the science-based safety assessments. In contrast, Atlantic and Prairie residents, the higher income and the higher educated respondents and residents of suburbs are more confident about the assessments.

Table 3
Trust in Science-based Assessments to Assure Safety of
Genetically Modified Agriculture Products
Socio-Demographic Profile

More likely to trust the assessments (51%)

Atlantic residents (60%)
Prairies residents (58%)
Completed university (58%)
Employed full-time (56%)
\$55,000 to \$64,000 (60%)
\$65,000 to \$74,000 (61%)
Over \$100,000 (71%)
Suburb residents (56%)
Suburban area residents (58%)

More likely to distrust the assessments (46%)

Québec residents (60%)
Self-employed (52%)
Currently seeking work (54%)
Students (52%)

Comparison between the survey completed this year and the December 1999 survey shows a shift of one tenth of the respondents (10%) from trusting science based assessments to distrusting them. Similar shift happened in the majority of the socio-demographic subgroups. However there are few exceptions. In subgroups of people age 18 to 24, students, earners of over \$100,000, elementary school educated, homemakers, earners of \$35,000 to \$44,000 and females over 55+ this change was significantly different from the ten percent national average (Table 4).

Table 4
Trust in Science-based Assessments to Assure Safety of
Genetically Modified Agriculture Products
Comparison of Two Surveys

Changes in likelihood to trust higher than average

18 to 24 (53% in 2000 vs. 70% in 1999)
Students (46% vs. 68%)
Over \$100,000 (71% vs. 75%)

Changes in likelihood to distrust higher than average

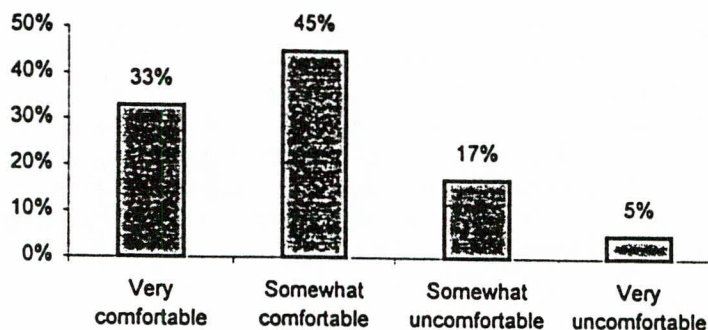
Elementary school (51% in 2000 vs. 49% in 1999)
Homemaker (52% vs. 31%)
\$35,000 to \$44,000 (47% vs. 43%)
Female 55+ (48% vs. 46%)

An interesting trend was found after conducting supplementary analysis. Those respondents who reported having a *lot* of knowledge of biotechnology were more likely to choose extreme answers (*strongly trust* and *strongly distrust*) than the average. Fully twenty percent (20%) of those who reported a *lot* of knowledge said they *strongly trusted* science-based assessment of genetically modified agriculture products compared to one-in-ten only (11%) on average. An additional twenty-eight percent (28%) said that they *strongly distrusted* the assessment versus only fifteen percent (15%) on average.

C. Comfort Level with Safety of Foods Sold in Canada's Grocery Stores

Three-in-four respondents (78%) reported that they are comfortable with the safety of foods sold in grocery stores. This includes one third of the respondent (33%) who are *very comfortable* with the foods sold. However, five percent (5%) of the respondents are *very uncomfortable* with the safety and one-in-six (17%) are *somewhat uncomfortable* with the safety of foods.

Figure 3
Comfort Level with Safety of Foods Sold in Canada's Grocery Stores



Question: Please tell me how comfortable you are with the safety of food sold in Canada's grocery stores?

Further analysis, illustrated in Table 3 shows that respondents who are comfortable with the safety of foods sold in grocery stores tend to trust the science-based assessment of genetically modified agriculture products. The opposite is also true; those who are not comfortable with the foods sold are more likely to distrust the science-based assessment.

Table 5
Comfort Level with Safety of Foods Sold in Canada's Grocery Stores

To what degree do you trust the science-based assessment to assure safety?

	<u>Strongly trust</u>	<u>Somewhat trust</u>	<u>Somewhat distrust</u>	<u>Strongly distrust</u>
Average	11%	40%	31%	15%
Very comfortable	22%	46%	23%	7%
Somewhat comfortable	7%	47%	33%	10%
Somewhat uncomfortable	3%	19%	43%	32%
Very uncomfortable	6%	5%	19%	66%

Several socio-demographic groups are more likely to be comfortable or uncomfortable with the foods sold in Canada than the average. Those who are employed part-time and those whose household income is \$65,000 to \$74,000 a year were more likely to be comfortable with the foods in grocery stores. However, those who are currently seeking work, homemakers and low-income earners tended to be uncomfortable with the safety of foods more often.

Table 6
Comfort Level with Safety of Foods Sold in Canada's Grocery Stores
Socio-Demographic Profile

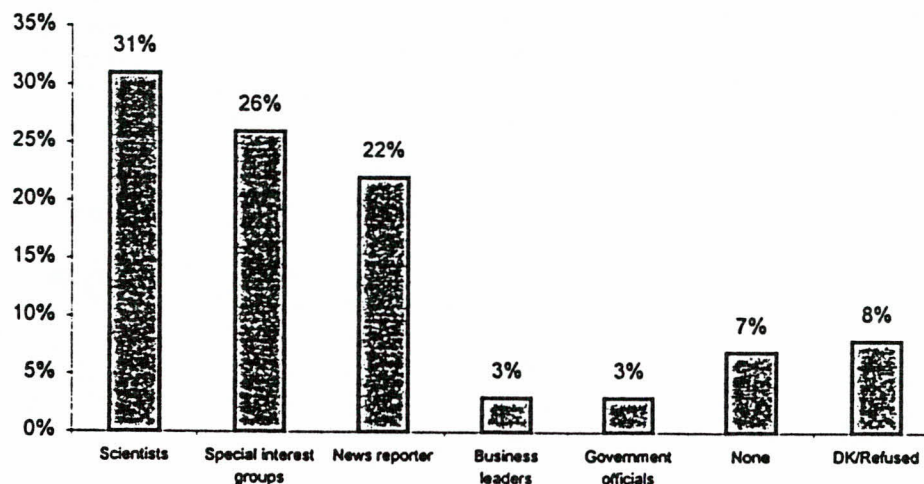
More likely to be comfortable (78%)
 Employed part-time (84%)
 \$65,000 to \$75,000 (85%)

More likely to be uncomfortable (22%):
 Currently seeking work (32%)
 Homemakers (37%)
 Less than \$25,000 (29%)

D. Most Trustworthy Source of Information on Science, Technology and Biotechnology

The respondents to the survey were asked which sources of information on science, technology and biotechnology encountered in recent months they would find most trustworthy. About one third of the respondents (31%) found *scientists* to be the most trustworthy, *special interest groups* followed with one quarter (26%) of Canadians and *news reporters* were considered the most trustworthy by one-in-five respondents (22%). The least trustworthy were *government officials* and *business leaders* with three percent (3%) each. Seven percent (7%) of the respondent said that they did not trust any of the above groups as a source of information on science, technology, and biotechnology. The remaining 8% did not know whom they trusted the most.

Figure 4
Most Trustworthy Source of Information on Science,
Technology and Biotechnology



Question: There are a number of people, institutions and organizations that comment on issues related to science, technology and biotechnology and who provided information to the public on those issues. Of the following, which one have you found to be the most trustworthy in the recent months?

Interestingly, in-depth analysis shows that those who are *very comfortable* with the level of safety of food sold in Canada tend to trust the *scientists* more often than the average. However, those who are uncomfortable with the safety of food sold in grocery stores are more likely to trust the *special interest groups*. As well, those who reported a *lot* of knowledge of biotechnology were more likely to trust the scientists than the average. Four-in-ten (39%) of these respondents said that the scientists would be their most trusted source of information, higher than the average of thirty-one percent (31%).

Table 7
**Most Trustworthy Source of Information on Science,
 Technology and Biotechnology**

*Which one have you found to be the most trustworthy in
 the recent months?*

	<u>Scientists</u>	<u>Special Interest Groups</u>
Average	31%	26%
Very comfortable	39%	16%
Somewhat uncomfortable	29%	28%
Somewhat uncomfortable	21%	37%
Very uncomfortable	19%	50%

A number of socio-demographic subgroups were more likely to choose *scientists*, *special interest groups* or *news reporters* than the average. These are listed in Table 8. The likelihood to trust *government officials* and *business leaders* did not differ significantly among all subgroups when compared to the national average.

Table 8
**Most Trustworthy Source of Information on Science,
 Technology and Biotechnology**
Socio-Demographic Profile

Scientists (78%)

18 to 24 (38%)

Completed university (47%)

Students (48%)

\$55,000 to \$64,000 (39%)

\$65,000 to \$74,000 (37%)

Over \$100,000 (54%)

Large city (37%)

Suburban area (46%)

Special Interest Groups (26%)

Atlantic residents (32%)

\$25,000 to \$34,000 (34%)

Small town/City (36%)

News Reporters (22%)

25 to 34 (28%)

Currently seeking work (34%)

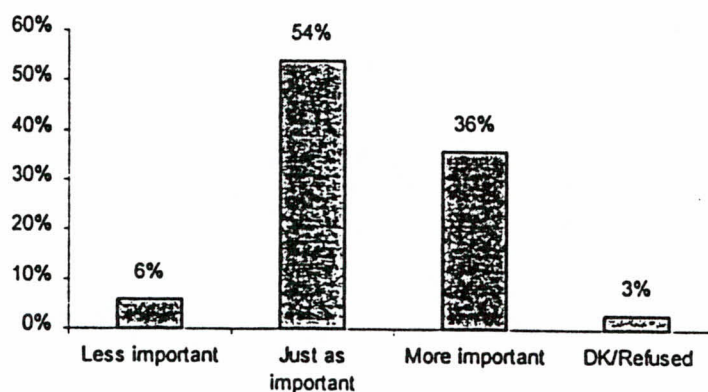
\$65,000 to \$74,000 (30%)

Suburban area/Small town (28%)

III. Importance of Environmental Concerns in Trade with Other Countries

Canadians were asked how important it was to consider environmental concerns in Canada's trade with the other countries compared to economic concerns. Over half of the respondents (54%) said that the environmental concerns were *just as important* as the economic concerns. Slightly over one third of Canadians (36%) thought that environmental concerns were *more important* when considering trade with other countries with only six percent (6%) saying that environmental concerns were *less important*.

Figure 5
Importance of Environmental Concerns in Trade with
Other Countries Compared to Economical Ones



Question: When Canada trades with other countries, do you think the rules about trade should consider environmental concerns less important, just as important or more important than economic ones?

Additional analysis shows that those respondents who are uncomfortable with the safety of foods sold in Canada's grocery stores are more likely to say that the environmental concerns are *more important* than the economic ones. This is shown in Table 9. As well, respondent who have reported a lot of knowledge of biotechnology were more likely than the average to say that environmental concerns are *more important*. About half (47%) of these Canadians said that the environmental concerns were *more important*, compared to only thirty-six percent (36%) on average.

Table 9
Importance of Environmental Concerns in Trade with
Other Countries Compared to Economical Ones

Do you think the rules about trade should consider environmental concerns less important, just as important or more important than economic ones?

	<u>Less important</u>	<u>Just as Important</u>	<u>More important</u>
Average	6%	54%	36%
Very comfortable	8%	56%	33%
Somewhat comfortable	5%	58%	34%
Somewhat uncomfortable	6%	50%	42%
Very uncomfortable	8%	25%	65%

A number of socio-demographic subgroups stand out from the rest of the respondents in their views on the environmental concerns versus the economical ones. Table 10 lists all these subgroups.

Table 10
Importance of Environmental Concerns in Trade with
Other Countries Compared to Economical Ones
Socio-Demographic Profile

Less Important (6%)

Elementary school (13%)
Male 55+ (14%)

Just as Important (54%)

Prairies residents (60%)
25 to 34 (60%)
Homemaker (66%)
\$55,000 to \$64,000 (66%)
\$75,000 to \$100,000 (63%)
Over \$100,000 (64%)
Female 18 to 34 (62%)
Suburban area (65%)

More Important (36%)

Québec residents (45%)
Currently seeking work (46%)
\$25,000 to \$34,000 (43%)
Rural (42%)

IV. Demographic Profile

A. Household's Job Security

A plurality (52%) of the Canadians surveyed are confident that members of their household will retain their job during the next year (Table 11). An additional 22% also believes that it is *somewhat unlikely* that someone in their household will lose their job during that time period. However, 9% are convinced that a member of their household will be unemployed soon, while another 13% think that this is *somewhat likely*. Four percent (4%) of those surveyed are either unsure about their household's job security or refuse to respond.

Table 11
Likelihood of Household Member Losing Job During the Next Year

	<u>% Response</u>
Very Likely	9
Somewhat Likely	13
Somewhat Unlikely	22
Very Unlikely	52
Not Sure/Don't Know/Refused	4

B. Gender of Respondent

Half (50%) of the respondents surveyed are male, while the remaining 50% are female (Table 12).

Table 12
Gender of Respondent

	<u>% Response</u>
Male	50
Female	50

C. Age of Respondent

The average age of the respondents is 44 years (Table 13). Thirty percent (30%) are relatively young, at under 35 years of age, 43% are between 35 and 54 years of age, while one-quarter (25%) are older, at 55 years or older. A comparison with Statistics Canada census data reveals that these sample respondents are relatively representative of the age breakdown of the population of Canada.

Table 13
Age of Respondent

	<u>Survey Sample</u>	<u>Canadian Population*</u>
	<u>%</u>	<u>%</u>
18-24 years of age	12	13
25-34 years of age	18	24
35-44 years of age	23	21
45-54 years of age	21	15
55-64 years of age	12	12
65 years or older	13	16
Mean (years of age):	44	-

* Source: Statistics Canada 1996. Catalogue No. 93-336

D. Educational Background of Respondent

Forty-five percent (45%) of the respondents only have either an elementary or high school education (Table 14). In contrast, a majority (55%) of those surveyed report a post-secondary education, including 22% who are university graduates.

Table 14
Educational Background of Respondent

	<u>% Response</u>
Elementary School	10
High School	35
Community College	23
Some University	10
Completed University	22

E. Number of Children in the Household

Of the households surveyed, six-in-ten (60%) do not have any children under 18 years of age residing there (Table 15). However, 40% do report at least one child in the home. Indeed, 24% of the respondents indicate that there are multiple children in their household.

Table 15
Number of Children in the Household

	<u>% Respondent</u>
None	60
One	16
Two	16
Three or more	8
Méan	0.7

F. Employment Status of Respondent

A majority of the respondents are currently employed for pay, including 42% who are employed full-time, while 11% work part-time (Table 16). Another 12% of those surveyed are self-employed and 5% are currently seeking work. The remaining 30% of the respondents are not currently in the workforce, including 16% who are retired, 5% who are homemakers, another 6% who are students, and 2% who are disabled.

Table 16
Employment Status of Respondent

	<u>% Respondent</u>
Employed Full-Time For Pay	42
Employed Part-Time For Pay	11
Self-employed	12
Currently Seeking Work	5
Homemaker	5
Student	6
Disabled	2
Retired	16
Other (DO NOT READ)	1

G. Annual Household Income

The respondents are relatively evenly divided in terms of annual household income. Thirty-seven percent of those surveyed (37%) report a household income of under \$35,000, while 24% report that their household income is \$35,000-\$54,000 and 31% indicate that it is at least \$55,000 (Table 17). Eight percent (8%) of those surveyed either choose not to divulge this information or are unaware of it.

Table 17
Annual Household Income

	<u>% Response</u>
Less than \$25,000	21
\$25,000 to \$34,000	16
\$35,000 to \$44,000	13
\$45,000 to \$54,000	11
\$55,000 to \$64,000	9
\$65,000 to \$74,000	7
\$75,000 to \$100,000	8
More than \$100,000	7
Don't know	2
Refused	6

G. Immigration Background

A majority of the respondents (69%) does not have any immigration background (Table 18). The remaining 32% say that either they are immigrants themselves (8%), their parents are immigrants (16%), or both them and their parents are immigrants (8%).

Table 18
Immigration Background

	<u>% Response</u>
Yes, Self	8
Yes, Parents	16
Yes, Both	8
No	69
Don't know/Refused	0

I. Type of Community

A majority of the respondents (52%) reside in the cities. One-in-five respondents live in a suburb (21%) while one-quarter resides in rural communities (25%).

Table 19
Type of Community

	<u>% Response</u>
City	52
Suburb	21
More Rural/Less Developed	25
Don't know/Refused	1

J. Size of Community

One-quarter of the respondents (26%) live in a large city of over half a million people. Same proportion of the respondents (27%) live in a smaller city. A reminder of the respondents live in a small town (21%), a rural area (16%) or in a suburban area (10%).

Table 20
Size of Community

	<u>% Response</u>
Large City of Over Half a Million	26
A Smaller City	27
A Suburban Area	10
A Small Town	21
A Rural Area	16
Don't know/Refused	1

K. Rural/Urban Community

In an attempt to classify the respondents based on their community size, they were asked to provide their postal code. Five percent (6%) of the respondents are unable to specify their postal code (Table 21). However, three-in-four (72%) do indicate that they live in an urban community, while 22% reside in a rural setting.

Table 21
Rural/Urban Community

	<u>% Response</u>
Rural	22
Urban	72
Don't know/Refused	6

APPENDIX A
Interview Schedule

Interview Schedule

Good morning/afternoon/evening. My name is () of POLLARA, the national public opinion research organization. We are conducting a survey of attitudes and opinions of Canadians 18 years of age and over. Would you mind if I asked you some questions? All your responses will be kept strictly confidential.

(IF YES) Thank you.

(IF NO) When is a better time for me to call back? (SCHEDULE CALL APPOINTMENT)

(IF REFUSED) Thank and terminate.

	1st Qtr 2000	4th Qtr 1999	1st Qtr 1999	Change: 1st Qtr 00- 4th Qtr 99	Change: 1st Qtr 00- 1st Qtr 99
1. First of all, do you mind telling me in what year you were born?					
18 To 24	(12%)	(12%)	(13%)	<n/c>	<- 1>
25 To 34	(18%)	(18%)	(18%)	<n/c>	<n/c>
35 To 44	(23%)	(25%)	(24%)	<- 2>	<- 1>
45 To 54	(21%)	(20%)	(18%)	<+ 1>	<+ 3>
55 To 64	(12%)	(12%)	(12%)	<n/c>	<n/c>
65 Or Over	(13%)	(13%)	(14%)	<n/c>	<- 1>
Mean (age):	44.43	44.10	44.26	<+0.33>	<+0.17>
2. Now we are going to ask you a few questions on biotechnology and genetic engineering. As you may know, some food products and medicines are being developed with the help of new scientific techniques. The general area is called "biotechnology" and includes tools such as genetic engineering. Biotechnology is being used to improve plants and animals. Would you say you have read or heard a lot, some, a little, nothing at all on foods derived from biotechnology or genetic engineering?					
A Lot	(19%)	(16%)	(16%)	<+ 3>	
Some	(32%)	(35%)	(35%)	<- 3>	
A Little	(32%)	(31%)	(31%)	<+ 1>	
Nothing At All	(17%)	(18%)	(18%)	<- 1>	
Don't Know	(1%)	(1%)	(1%)	<n/c>	
3. Before field trials of genetically modified agriculture products are authorized and before an agriculture product is sold to consumers, the federal government evaluates the product to assess possible risks to the environment and to human and animal health. The assessment is based on science principles developed through international expert consultations carried out by the World Health Organization, the Food and Agriculture Organization of the United Nations and the Organization for Economic Co-operation and Development. To what degree do you trust the science-based assessment to assure safety?					
Strongly Trust	(11%)	(13%)	(13%)	<- 2>	
Somewhat Trust	(40%)	(48%)	(48%)	<- 8>	
Somewhat Distrust	(31%)	(26%)	(26%)	<+ 5>	
Strongly Distrust	(15%)	(11%)	(11%)	<+ 4>	
Don't Know	(3%)	(2%)	(2%)	<+ 1>	

	1st Qtr 2000	4th Qtr 1999	1st Qtr 1999	Change: 1st Qtr 00- 4th Qtr 99	Change: 1st Qtr 00- 1st Qtr 99
4. Please tell me how comfortable you are with the safety of food sold in Canada's grocery stores?					
Very Comfortable	(33%)				
Somewhat Comfortable	(45%)				
Somewhat Uncomfortable	(17%)				
Very Uncomfortable	(5%)				
Don't Know	(<1%)				
4A. (RECODE) Please tell me how comfortable you are with the safety of food sold in Canada's grocery stores?					
Comfortable	(78%)	(20%)	(37%)	<+58>	<+41>
Uncomfortable	(22%)	(79%)	(58%)	<-57>	<-36>
Don't Know	(<1%)	(1%)	(5%)	<-1>	<-5>
5. There are a number of people, institutions and organizations that comment on issues related to science, technology and biotechnology and who provided information to the public on those issues. Of the following, which one have you found to be the most trustworthy in the recent months: (READ LIST)					
News Reporter	(22%)				
Scientists	(31%)				
Business Leaders	(3%)				
Government Officials	(3%)				
Special Interest Groups	(26%)				
None	(7%)				
Don't Know	(8%)				
6. When Canada trades with other countries, do you think the rules about trade should consider environmental concerns less important, just as important or more important than economic ones?					
Less Important	(6%)				
Just As Important	(54%)				
More Important	(36%)				
Don't Know	(3%)				
7. Finally, for statistical purposes only, I'd like to ask you a few questions about yourself. First, what is the highest level of schooling that you have completed? (READ)					
Elementary School	(10%)	(8%)	(7%)	<+2>	<+3>
High School	(35%)	(33%)	(35%)	<+2>	<n/c>
Community College	(23%)	(21%)	(21%)	<+2>	<+2>
Some University	(10%)	(13%)	(14%)	<-3>	<-4>
Completed University	(22%)	(24%)	(23%)	<-2>	<-1>
Don't Know	(<1%)	(<1%)	(<1%)	<n/c>	<n/c>
Refused	(<1%)	(1%)	(<1%)	<-1>	<n/c>

	1st Qtr 2000	4th Qtr 1999	1st Qtr 1999	Change: 1st Qtr 00- 4th Qtr 99	Change: 1st Qtr 00- 1st Qtr 99
8. How likely do you think it is that you or a member of your immediate family may lose his or her job in the next twelve months? Is it... (READ)					
Very Likely	(9%)	(9%)	(11%)	<n/c>	<- 2>
Somewhat Likely	(13%)	(13%)	(15%)	<n/c>	<- 2>
Somewhat Unlikely	(22%)	(22%)	(24%)	<n/c>	<- 2>
Very Unlikely	(52%)	(53%)	(45%)	<- 1>	<+ 7>
Not Sure/Don't Know	(4%)	(2%)	(3%)	<+ 2>	<+ 1>
Refused	(<1%)	(1%)	(1%)	<- 1>	<- 1>
9. How many children under the age of 18 are in your household?					
None	(60%)	(63%)	(60%)	<- 3>	<n/c>
One	(16%)	(15%)	(16%)	<+ 1>	<n/c>
Two	(16%)	(14%)	(16%)	<+ 2>	<n/c>
Three or More	(8%)	(8%)	(8%)	<n/c>	<n/c>
Don't Know	(<1%)	(<1%)	(<1%)	<n/c>	<n/c>
Mean (#):	0.74	0.71	0.74	<+0.03>	<n/c>
10. Which one of the following best describes your employment situation? (READ LIST)					
Employed Full-Time For Pay	(42%)	(41%)	(44%)	<+ 1>	<- 2>
Employed Part-Time For Pay	(11%)	(10%)	(9%)	<+ 1>	<+ 2>
Self-employed	(12%)	(12%)	(11%)	<n/c>	<+ 1>
Currently Seeking Work	(5%)	(4%)	(5%)	<+ 1>	<n/c>
Homemaker	(5%)	(5%)	(5%)	<n/c>	<n/c>
Student	(6%)	(6%)	(5%)	<n/c>	<+ 1>
Disabled	(2%)	(2%)	(2%)	<n/c>	<n/c>
Retired	(16%)	(18%)	(17%)	<- 2>	<- 1>
Other	(1%)	(1%)	(<1%)	<n/c>	<+ 1>
Don't Know	(<1%)	(<1%)	(<1%)	<n/c>	<n/c>
Refused	(<1%)	(1%)	(<1%)	<- 1>	<n/c>
11. Are you, or is anyone in your household an elementary or secondary school teacher?					
Yes, Self	(2%)				
Yes, Other	(4%)				
Yes, Both	(1%)				
No	(94%)				
12. Did you or either of your parents immigrate to Canada from another country?					
Yes, Self	(8%)	(8%)		<n/c>	
Yes, Parents	(16%)	(18%)		<- 2>	
Yes, Both	(8%)	(6%)		<+ 2>	
No	(69%)	(67%)		<+ 2>	
Don't Know/Refused	(<1%)	(<1%)		<n/c>	

	1st Qtr 2000	4th Qtr 1999	1st Qtr 1999	Change: 1st Qtr 00- 4th Qtr 99	Change: 1st Qtr 00- 1st Qtr 99
13. Do you live in a city, suburb just outside a city, or a less developed or rural area not near a city?					
City	(52%)	(53%)		< - 1>	
Suburb	(21%)	(22%)		< - 1>	
More Rural, Less Developed	(25%)	(24%)		< + 1>	
Don't Know/Refused	(1%)	(1%)		<n/c>	
14. More specifically, do you live in a large city of over a half a million, a smaller city, a suburban area, a small town, or a rural area?					
Large City Of Over Half A Million	(26%)	(30%)		< - 4>	
A Smaller City	(27%)	(26%)		< + 1>	
A Suburban Area	(10%)	(10%)		<n/c>	
A Small Town	(21%)	(18%)		< + 3>	
A Rural Area	(16%)	(14%)		< + 2>	
Don't Know/Refused	(1%)	(1%)		<n/c>	
15. Do you, or does anyone one in your household own a firearm?					
Yes, Self	(13%)				
Yes, Other	(8%)				
No	(77%)				
Don't Know	(1%)				
16. (IF GUN OWNER) Which type of gun do you own?					
Handgun	(5%)				
Rifle	(50%)				
Shotgun	(15%)				
Combination	(26%)				
Don't Know	(1%)				
Refused	(4%)				
17. Which of the following income groups would best represent your annual HOUSEHOLD income? (READ)					
Less Than \$25,000	(21%)	(17%)	(20%)	< + 4>	< + 1>
\$25,000 To \$34,000	(16%)	(16%)	(15%)	<n/c>	< + 1>
\$35,000 To \$44,000	(13%)	(14%)	(14%)	< - 1>	< - 1>
\$45,000 To \$54,000	(11%)	(12%)	(12%)	< - 1>	< - 1>
\$55,000 To \$64,000	(9%)	(9%)	(8%)	<n/c>	< + 1>
\$65,000 To \$74,000	(7%)	(6%)	(7%)	< + 1>	<n/c>
\$75,000 To \$100,000	(8%)	(9%)	(8%)	< - 1>	<n/c>
More Than \$100,000	(7%)	(8%)	(8%)	< - 1>	< - 1>
Don't Know	(2%)	(2%)	(2%)	<n/c>	<n/c>
Refused	(6%)	(6%)	(6%)	<n/c>	<n/c>
18. And finally, for statistical validation purposes only, would you mind telling me your postal code? (PROBE: The first three characters would be enough.)					
Rural	(22%)	(20%)	(23%)	< + 2>	< - 1>
Urban	(72%)	(75%)	(73%)	< - 3>	< - 1>
Don't Know/Refused	(6%)	(5%)	(4%)	< + 1>	< + 2>

	1st Qtr 2000	4th Qtr 1999	1st Qtr 1999	Change: 1st Qtr 00- 4th Qtr 99	Change: 1st Qtr 00- 1st Qtr 99
19. Gender (Interviewer recorded)					
Male	(50%)	(50%)	(50%)	<n/c>	<n/c>
Female	(50%)	(50%)	(50%)	<n/c>	<n/c>
20. Province of residence (System Recorded)					
Newfoundland	(2%)	(2%)	(2%)	<n/c>	<n/c>
Nova Scotia	(3%)	(3%)	(3%)	<n/c>	<n/c>
New Brunswick	(3%)	(3%)	(3%)	<n/c>	<n/c>
Prince Edward Island	(<1%)	(<1%)	(<1%)	<n/c>	<n/c>
Québec	(25%)	(25%)	(25%)	<n/c>	<n/c>
Ontario	(37%)	(37%)	(37%)	<n/c>	<n/c>
Manitoba	(4%)	(4%)	(4%)	<n/c>	<n/c>
Saskatchewan	(3%)	(3%)	(3%)	<n/c>	<n/c>
Alberta	(9%)	(9%)	(9%)	<n/c>	<n/c>
British Columbia	(13%)	(13%)	(13%)	<n/c>	<n/c>
Yukon	(<1%)	(<1%)	(<1%)	<n/c>	<n/c>
Northwest Territories	(<1%)	(<1%)	(<1%)	<n/c>	<n/c>
Nunavut	(<1%)	(<1%)	(<1%)	<n/c>	<n/c>
21. Region (Re-code)					
Atlantic	(8%)	(8%)	(8%)	<n/c>	<n/c>
Québec	(25%)	(25%)	(25%)	<n/c>	<n/c>
Ontario	(37%)	(37%)	(37%)	<n/c>	<n/c>
Prairies	(17%)	(17%)	(17%)	<n/c>	<n/c>
British Columbia/Territories	(13%)	(13%)	(13%)	<n/c>	<n/c>
22. Generation					
Male - 18 to 34	(15%)	(15%)	(17%)	<n/c>	<- 2>
Male - 35 to 54	(23%)	(23%)	(21%)	<n/c>	<+ 2>
Male - 55+	(12%)	(12%)	(12%)	<n/c>	<n/c>
Female - 18 to 34	(15%)	(15%)	(14%)	<n/c>	<+ 1>
Female - 35 to 54	(21%)	(22%)	(21%)	<- 1>	<n/c>
Female - 55+	(13%)	(13%)	(14%)	<n/c>	<- 1>
23. Genderregion					
Atlantic Male	(4%)	(4%)	(4%)	<n/c>	<n/c>
Atlantic Female	(4%)	(4%)	(4%)	<n/c>	<n/c>
Québec Male	(12%)	(12%)	(12%)	<n/c>	<n/c>
Québec Female	(12%)	(12%)	(12%)	<n/c>	<n/c>
Ontario Male	(18%)	(18%)	(19%)	<n/c>	<- 1>
Ontario Female	(19%)	(19%)	(18%)	<n/c>	<+ 1>
Prairies Male	(8%)	(8%)	(8%)	<n/c>	<n/c>
Prairies Female	(8%)	(8%)	(8%)	<n/c>	<n/c>
BC/Territories Male	(7%)	(7%)	(7%)	<n/c>	<n/c>
BC/Territories Female	(7%)	(7%)	(7%)	<n/c>	<n/c>

APPENDIX B
Cross Tabulations

KNOWLEDGE OF BIOTECHNOLOGY

"Now we are going to ask you a few questions on biotechnology and genetic engineering. As you may know, some food products and medicines are being developed with the help of new scientific techniques. The general area is called "biotechnology" and includes tools such as genetic engineering. Biotechnology is being used to improve plants and animals. Would you say you have read or heard a lot, some, a little, nothing at all on foods derived from biotechnology or genetic engineering?"

	Total Respond.	A Lot	Some	A Little	Nothing At All	Don't Know
TOTAL	(1200)	19%	32%	32%	17%	1%
Q21 REGION						
Atlantic	(98)	14%	28%	39%	19%	1%
Quebec	(296)	24%	24%	32%	19%	1%
Ontario	(445)	19%	34%	28%	18%	1%
Prairies	(199)	14%	39%	34%	13%	0%
British Columbia/Territories	(162)	19%	36%	34%	10%	1%
Q1 AGE						
18 To 24	(143)	18%	26%	32%	23%	0%
25 To 34	(216)	15%	30%	33%	22%	0%
35 To 44	(279)	16%	34%	32%	18%	0%
45 To 54	(254)	21%	34%	33%	11%	0%
55 To 64	(146)	29%	37%	20%	12%	1%
65 Or Over	(162)	18%	28%	36%	15%	3%
Q19 GENDER						
Male	(600)	21%	34%	28%	16%	0%
Female	(600)	16%	30%	35%	17%	1%
Q7 EDUCATION						
Elementary School	(119)	11%	26%	35%	28%	1%
High School	(418)	11%	27%	37%	24%	1%
Community College	(274)	22%	30%	32%	16%	0%
Some University	(123)	19%	38%	34%	8%	1%
Completed University	(264)	33%	41%	20%	5%	0%
Q9 NUMBER OF CHILDREN IN THE HOUSEHOLD						
None	(723)	22%	31%	31%	16%	1%
One or More	(471)	15%	34%	33%	18%	1%
Q10 EMPLOYMENT STATUS						
Employed Full-Time For Pay	(503)	18%	33%	32%	17%	0%
Employed Part-Time For Pay	(136)	10%	32%	33%	23%	2%
Self-employed	(143)	27%	36%	29%	8%	0%
Currently Seeking Work	(55)	34%	23%	20%	23%	0%
Homemaker	(60)	10%	24%	42%	24%	0%
Student	(67)	19%	38%	29%	14%	0%
Disabled	(29)	20%	24%	35%	20%	1%
Retired	(195)	22%	32%	31%	13%	2%
Other	(8)	13%	22%	65%	0%	0%
Q12 IMMIGRATED FROM ANOTHER COUNTRY						
Yes	(374)	22%	34%	28%	15%	1%
No	(823)	18%	31%	33%	18%	1%
Q17 HOUSEHOLD INCOME						
Less Than \$25,000	(247)	18%	28%	29%	23%	2%
\$25,000 To \$34,000	(194)	20%	28%	35%	17%	0%
\$35,000 To \$44,000	(162)	15%	29%	36%	19%	1%
\$45,000 To \$54,000	(128)	17%	34%	30%	19%	0%
\$55,000 To \$64,000	(103)	17%	34%	37%	12%	0%
\$65,000 To \$74,000	(88)	26%	39%	26%	8%	0%
\$75,000 To \$100,000	(97)	21%	37%	29%	13%	0%
More Than \$100,000	(83)	25%	41%	24%	10%	0%
Q22 GENDERATION						
Male - 18 to 34	(174)	19%	32%	30%	19%	0%
Male - 35 to 54	(279)	22%	34%	29%	15%	0%
Male - 55+	(148)	23%	37%	24%	15%	1%
Female - 18 to 34	(185)	13%	25%	36%	26%	0%
Female - 35 to 54	(255)	15%	34%	36%	15%	1%
Female - 55+	(160)	24%	28%	33%	12%	3%
TYPE OF COMMUNITY						
City	(630)	20%	32%	31%	16%	1%
Large City	(274)	23%	37%	26%	13%	1%
Small City/Small Town/Suburb Town	(341)	18%	30%	34%	17%	0%
Suburb	(254)	19%	31%	34%	16%	0%
Suburban Area	(84)	24%	33%	32%	11%	0%
Small Town/City	(155)	17%	30%	34%	19%	1%
Rural	(304)	17%	32%	33%	17%	1%
Rural	(165)	16%	32%	34%	17%	1%
Suburban Area/Small town	(126)	17%	33%	32%	17%	1%
Q2 KNOWLEDGE OF BIOTECHNOLOGY						
A Lot	(228)	100%	0%	0%	0%	0%
Some	(383)	0%	100%	0%	0%	0%
A Little	(380)	0%	0%	100%	0%	0%
Nothing At All	(200)	0%	0%	0%	100%	0%
Q4 LEVEL OF CONFORT WITH SAFETY OF FOOD						
Very Comfortable	(393)	19%	32%	33%	16%	0%
Somewhat Comfortable	(540)	16%	32%	33%	18%	1%
Somewhat Uncomfortable	(202)	19%	32%	31%	17%	1%
Very Uncomfortable	(60)	39%	30%	18%	11%	2%

TRUST TO THE SCIENCE-BASED ASSESSMENT OF GENETIC AGRICULTURE PRODUCTS

"Before field trials of genetically modified agriculture products are authorized and before an agriculture product is sold to consumers, the federal government evaluates the product to assess possible risks to the environment and to human and animal health. The assessment is based on science principles developed through international expert consultations carried out by the World Health Organization, the Food and Agriculture Organization of the United Nations and the Organization for Economic Co-operation and Development. To what degree do you trust the science-based assessment to assure safety?"

	Total Respond.	Strongly Trust	Somewhat Trust	Somewhat Distrust	Strongly Distrust	Don't Know
TOTAL	(1200)	11%	40%	31%	15%	3%
Q21 REGION						
Atlantic	(98)	7%	53%	27%	10%	3%
Quebec	(296)	13%	23%	39%	21%	3%
Ontario	(445)	10%	44%	28%	14%	3%
Prairies	(199)	12%	46%	28%	12%	3%
British Columbia/Territories	(162)	10%	45%	27%	15%	3%
Q1 AGE						
18 To 24	(143)	11%	42%	31%	15%	1%
25 To 34	(216)	11%	41%	30%	13%	5%
35 To 44	(279)	10%	40%	34%	13%	3%
45 To 54	(254)	12%	39%	28%	18%	3%
55 To 64	(146)	13%	39%	26%	22%	1%
65 Or Over	(162)	10%	36%	34%	14%	6%
Q19 GENDER						
Male	(600)	13%	40%	29%	16%	2%
Female	(600)	9%	40%	32%	15%	4%
Q7 EDUCATION						
Elementary School	(119)	10%	35%	35%	16%	5%
High School	(418)	8%	42%	32%	14%	4%
Community College	(274)	9%	39%	30%	18%	3%
Some University	(123)	11%	38%	35%	12%	3%
Completed University	(264)	18%	40%	25%	16%	2%
Q9 NUMBER OF CHILDREN IN THE HOUSEHOLD						
None	(723)	11%	39%	30%	16%	3%
One or More	(471)	11%	41%	31%	14%	3%
Q10 EMPLOYMENT STATUS						
Employed Full-Time For Pay	(503)	12%	44%	29%	13%	2%
Employed Part-Time For Pay	(136)	10%	45%	27%	14%	4%
Self-employed	(143)	12%	36%	28%	24%	1%
Currently Seeking Work	(55)	13%	30%	34%	20%	3%
Homemaker	(60)	5%	41%	35%	11%	8%
Student	(67)	14%	32%	41%	11%	2%
Disabled	(29)	13%	34%	36%	14%	3%
Retired	(195)	11%	33%	33%	18%	5%
Other	(8)	0%	40%	38%	22%	0%
Q12 IMMIGRATED FROM ANOTHER COUNTRY						
Yes	(374)	12%	41%	27%	17%	4%
No	(823)	11%	39%	32%	15%	3%
Q17 HOUSEHOLD INCOME						
Less Than \$25,000	(247)	10%	32%	32%	22%	5%
\$25,000 To \$34,000	(194)	8%	37%	37%	15%	3%
\$35,000 To \$44,000	(162)	10%	41%	30%	17%	3%
\$45,000 To \$54,000	(128)	13%	41%	29%	17%	1%
\$55,000 To \$64,000	(103)	13%	47%	24%	12%	5%
\$65,000 To \$74,000	(88)	15%	46%	29%	11%	0%
\$75,000 To \$100,000	(97)	14%	37%	30%	16%	3%
More Than \$100,000	(83)	19%	52%	25%	4%	1%
Q22 GENDERATION						
Male - 18 to 34	(174)	11%	40%	28%	17%	3%
Male - 35 to 54	(279)	12%	41%	29%	16%	3%
Male - 55+	(148)	16%	36%	31%	16%	2%
Female - 18 to 34	(185)	11%	43%	32%	11%	3%
Female - 35 to 54	(255)	9%	39%	34%	15%	3%
Female - 55+	(160)	7%	39%	29%	19%	6%
TYPE OF COMMUNITY						
City	(630)	12%	37%	31%	16%	3%
Large City	(274)	12%	35%	31%	17%	5%
Small City/Small Town/Suburb Town	(341)	12%	39%	31%	15%	3%
Suburb	(254)	12%	44%	28%	15%	2%
Suburban Area	(84)	10%	48%	25%	16%	1%
Small Town/City	(155)	12%	44%	26%	15%	2%
Rural	(304)	8%	42%	33%	14%	3%
Rural	(165)	9%	41%	33%	13%	4%
Suburban Area/Small town	(126)	8%	44%	31%	14%	3%
Q2 KNOWLEDGE OF BIOTECHNOLOGY						
A Lot	(228)	20%	28%	23%	28%	0%
Some	(383)	9%	45%	31%	13%	1%
A Little	(380)	9%	40%	36%	12%	3%
Nothing At All	(200)	9%	43%	27%	12%	9%
Q4 LEVEL OF CONFORT WITH SAFETY OF FOOD						
Very Comfortable	(393)	22%	46%	23%	7%	2%
Somewhat Comfortable	(540)	7%	47%	33%	10%	3%
Somewhat Uncomfortable	(202)	3%	19%	43%	32%	3%
Very Uncomfortable	(60)	6%	5%	19%	66%	3%

AGRICULTURE AND AGRI-FOOD CANADA PROPRIETARY SURVEY- TABLE 3
LEVEL OF COMFORT WITH THE SAFETY OF FOOD SOLD IN CANADA

"Please tell me how comfortable you are with the safety of food sold in Canada's grocery stores?"

	Total Respond.	Very Comfortabl e	Somewhat Comfortabl e	Somewhat Uncomforta ble	Very Uncomforta ble	Don't Know
TOTAL	(1200)	33%	45%	17%	5%	0%
Q21 REGION						
Atlantic	(98)	29%	48%	20%	4%	0%
Quebec	(296)	38%	38%	15%	8%	1%
Ontario	(445)	32%	46%	17%	4%	1%
Prairies	(199)	32%	47%	18%	3%	0%
British Columbia/Territories	(162)	29%	49%	16%	6%	0%
Q1 AGE						
18 To 24	(143)	28%	53%	14%	5%	1%
25 To 34	(216)	31%	47%	17%	4%	0%
35 To 44	(279)	33%	44%	19%	5%	0%
45 To 54	(254)	35%	43%	17%	5%	0%
55 To 64	(146)	30%	47%	16%	7%	0%
65 Or Over	(162)	39%	39%	16%	5%	1%
Q19 GENDER						
Male	(600)	39%	40%	15%	5%	0%
Female	(600)	26%	50%	18%	5%	1%
Q7 EDUCATION						
Elementary School	(119)	37%	40%	18%	4%	1%
High School	(418)	31%	47%	18%	3%	0%
Community College	(274)	26%	48%	18%	7%	1%
Some University	(123)	30%	47%	19%	4%	0%
Completed University	(264)	42%	40%	12%	6%	0%
Q9 NUMBER OF CHILDREN IN THE HOUSEHOLD						
None	(723)	33%	44%	17%	5%	0%
One or More	(471)	32%	46%	17%	4%	0%
Q10 EMPLOYMENT STATUS						
Employed Full-Time For Pay	(503)	36%	44%	16%	4%	1%
Employed Part-Time For Pay	(136)	31%	53%	11%	4%	0%
Self-employed	(143)	33%	42%	17%	8%	0%
Currently Seeking Work	(55)	26%	42%	25%	7%	0%
Homemaker	(60)	21%	42%	30%	7%	0%
Student	(67)	33%	50%	13%	3%	1%
Disabled	(29)	26%	44%	23%	8%	0%
Retired	(195)	34%	43%	17%	5%	0%
Other	(8)	20%	63%	4%	13%	0%
Q12 IMMIGRATED FROM ANOTHER COUNTRY						
Yes	(374)	31%	47%	17%	5%	1%
No	(823)	34%	44%	17%	5%	0%
Q17 HOUSEHOLD INCOME						
Less Than \$25,000	(247)	27%	44%	21%	8%	1%
\$25,000 To \$34,000	(194)	35%	42%	16%	7%	0%
\$35,000 To \$44,000	(162)	29%	47%	19%	5%	0%
\$45,000 To \$54,000	(128)	28%	51%	16%	4%	0%
\$55,000 To \$64,000	(103)	41%	41%	13%	4%	1%
\$65,000 To \$74,000	(88)	30%	55%	14%	0%	1%
\$75,000 To \$100,000	(97)	42%	38%	16%	4%	0%
More Than \$100,000	(83)	42%	43%	14%	2%	0%
Q22 GENERATION						
Male - 18 to 34	(174)	39%	39%	16%	5%	1%
Male - 35 to 54	(279)	38%	42%	16%	4%	0%
Male - 55+	(148)	43%	38%	13%	6%	0%
Female - 18 to 34	(185)	21%	59%	15%	4%	1%
Female - 35 to 54	(255)	29%	44%	20%	6%	1%
Female - 55+	(160)	27%	48%	19%	6%	1%
TYPE OF COMMUNITY						
City	(630)	34%	44%	16%	5%	0%
Large City	(274)	34%	42%	17%	7%	1%
Small City/Small Town/Suburb Town	(341)	33%	46%	16%	4%	0%
Suburb	(254)	35%	47%	15%	3%	0%
Suburban Area	(84)	37%	45%	13%	4%	0%
Small Town/City	(155)	32%	49%	16%	2%	1%
Rural	(304)	29%	48%	19%	6%	0%
Rural	(165)	31%	44%	21%	4%	0%
Suburban Area/Small town	(126)	30%	46%	17%	7%	0%
Q2 KNOWLEDGE OF BIOTECHNOLOGY						
A Lot	(228)	33%	39%	17%	10%	0%
Some	(383)	33%	45%	17%	5%	0%
A Little	(380)	34%	47%	17%	3%	0%
Nothing At All	(200)	30%	49%	17%	3%	1%
Q4 LEVEL OF COMFORT WITH SAFETY OF FOOD						
Very Comfortable	(393)	100%	0%	0%	0%	0%
Somewhat Comfortable	(540)	0%	100%	0%	0%	0%
Somewhat Uncomfortable	(202)	0%	0%	100%	0%	0%
Very Uncomfortable	(60)	0%	0%	0%	100%	0%

AGRICULTURE AND AGRI-FOOD CANADA PROPRIETARY SURVEY- TABLE 4
MOST TRUSTWORTHY SOURCE OF INFO ON SCIENCE/TECHNOLOGY/BIOTECHNOLOGY

"There are a number of people, institutions and organizations that comment on issues related to science, technology and biotechnology and who provided information to the public on those issues. Of the following, which one have you found to be the most trustworthy in the recent months: (READ LIST)?"

	Total Respond.	Scientists	Special Interest Groups	News Reporter	Don't Know	None	Government Officials	Business Leaders
TOTAL	(1200)	31%	26%	22%	8%	7%	3%	3%
Q21 REGION								
Atlantic	(98)	22%	32%	25%	9%	6%	4%	2%
Quebec	(296)	32%	25%	24%	1%	12%	3%	5%
Ontario	(445)	31%	28%	20%	11%	6%	3%	1%
Prairies	(199)	29%	23%	23%	13%	4%	3%	4%
British Columbia/Territories	(162)	34%	25%	23%	6%	7%	3%	2%
Q1 AGE								
18 To 24	(143)	38%	25%	19%	7%	3%	4%	5%
25 To 34	(216)	28%	27%	28%	7%	6%	0%	3%
35 To 44	(279)	29%	26%	24%	7%	9%	3%	3%
45 To 54	(254)	34%	25%	22%	6%	7%	5%	2%
55 To 64	(146)	30%	29%	19%	9%	6%	5%	2%
65 Or Over	(162)	26%	25%	21%	13%	10%	2%	3%
Q19 GENDER								
Male	(600)	33%	24%	22%	7%	7%	3%	3%
Female	(600)	28%	29%	22%	8%	7%	3%	2%
Q7 EDUCATION								
Elementary School	(119)	18%	27%	26%	14%	11%	3%	2%
High School	(418)	24%	24%	27%	9%	8%	4%	4%
Community College	(274)	29%	31%	22%	6%	6%	3%	3%
Some University	(123)	32%	27%	22%	8%	6%	2%	2%
Completed University	(264)	47%	25%	14%	5%	5%	3%	1%
Q9 NUMBER OF CHILDREN IN THE HOUSEHOLD								
None	(723)	31%	27%	21%	8%	8%	3%	2%
One or More	(471)	31%	25%	24%	7%	7%	3%	3%
Q10 EMPLOYMENT STATUS								
Employed Full-Time For Pay	(503)	34%	26%	22%	6%	7%	3%	3%
Employed Part-Time For Pay	(136)	27%	24%	27%	8%	7%	4%	3%
Self-employed	(143)	27%	29%	22%	7%	8%	3%	3%
Currently Seeking Work	(55)	28%	20%	34%	4%	7%	2%	4%
Homemaker	(60)	19%	31%	27%	10%	7%	4%	3%
Student	(67)	48%	26%	16%	1%	7%	4%	1%
Disabled	(29)	25%	22%	27%	1%	2%	2%	5%
Retired	(195)	26%	28%	18%	10%	7%	6%	2%
Other	(8)	43%	8%	29%	13%	10%	3%	2%
Q12 IMMIGRATED FROM ANOTHER COUNTRY								
Yes	(374)	35%	25%	20%	9%	6%	3%	3%
No	(823)	29%	27%	24%	7%	8%	3%	3%
Q17 HOUSEHOLD INCOME								
Less Than \$25,000	(247)	20%	30%	27%	9%	9%	3%	2%
\$25,000 To \$34,000	(194)	26%	34%	19%	8%	9%	2%	2%
\$35,000 To \$44,000	(162)	29%	28%	27%	5%	3%	4%	2%
\$45,000 To \$54,000	(128)	35%	27%	19%	8%	7%	2%	5%
\$55,000 To \$64,000	(103)	39%	25%	19%	6%	7%	2%	2%
\$65,000 To \$74,000	(88)	37%	19%	30%	5%	6%	4%	2%
\$75,000 To \$100,000	(97)	36%	21%	22%	3%	5%	3%	2%
More Than \$100,000	(83)	54%	21%	11%	5%	7%	4%	7%
Q22 GENDERATION								
Male - 18 to 34	(174)	35%	24%	22%	7%	6%	2%	5%
Male - 35 to 54	(279)	33%	23%	23%	6%	8%	4%	3%
Male - 55+	(148)	30%	25%	22%	10%	7%	3%	3%
Female - 18 to 34	(185)	30%	29%	26%	6%	4%	1%	4%
Female - 35 to 54	(255)	29%	29%	23%	7%	8%	3%	1%
Female - 55+	(160)	25%	30%	18%	13%	9%	4%	1%
TYPE OF COMMUNITY								
City	(630)	32%	26%	23%	6%	7%	3%	3%
Large City	(274)	37%	24%	24%	5%	7%	3%	3%
Small City/Small Town/Suburb Town	(341)	29%	27%	21%	8%	5%	4%	2%
Suburb	(254)	29%	29%	19%	9%	7%	4%	3%
Suburban Area	(84)	46%	18%	18%	7%	9%	1%	1%
Small Town/City	(155)	20%	36%	19%	9%	7%	5%	4%
Rural	(304)	28%	26%	25%	10%	7%	2%	2%
Rural	(165)	30%	26%	23%	8%	9%	2%	2%
Suburban Area/Small town	(126)	26%	24%	28%	11%	6%	1%	3%
Q2 KNOWLEDGE OF BIOTECHNOLOGY								
A Lot	(228)	39%	29%	20%	3%	5%	3%	0%
Some	(383)	36%	24%	21%	6%	8%	3%	2%
A Little	(380)	29%	27%	23%	9%	7%	2%	4%
Nothing At All	(200)	16%	25%	27%	15%	8%	4%	4%
Q4 LEVEL OF CONFORT WITH SAFETY OF FOOD								
Very Comfortable	(393)	39%	16%	25%	7%	6%	5%	3%
Somewhat Comfortable	(540)	29%	28%	22%	9%	6%	2%	3%
Somewhat Uncomfortable	(202)	21%	37%	20%	7%	12%	2%	1%
Very Uncomfortable	(60)	19%	50%	12%	1%	11%	4%	3%

AGRICULTURE AND AGRI-FOOD CANADA PROPRIETARY SURVEY- TABLE 5
IMPORTANCE OF ENVIRONMENTAL CONCERN IN CANADA'S TRADE RULES

"When Canada trades with other countries, do you think the rules about trade should consider environmental concerns less important, just as important or more important than economic ones?"

	Total Respond.	Less Important	Just As Important	More Important	Don't Know
TOTAL	(1200)	6%	54%	36%	3%
Q21 REGION					
Atlantic	(98)	5%	58%	34%	3%
Quebec	(296)	8%	45%	45%	2%
Ontario	(445)	6%	57%	34%	3%
Prairies	(199)	6%	60%	31%	4%
British Columbia/Territories	(162)	6%	55%	36%	3%
Q1 AGE					
18 To 24	(143)	6%	57%	36%	1%
25 To 34	(216)	5%	60%	32%	3%
35 To 44	(279)	4%	58%	36%	2%
45 To 54	(254)	5%	54%	39%	2%
55 To 64	(146)	11%	47%	39%	4%
65 Or Over	(162)	10%	45%	38%	7%
Q19 GENDER					
Male	(600)	8%	53%	37%	2%
Female	(600)	5%	56%	36%	4%
Q7 EDUCATION					
Elementary School	(119)	13%	40%	40%	8%
High School	(418)	6%	55%	35%	4%
Community College	(274)	4%	57%	35%	3%
Some University	(123)	5%	55%	40%	0%
Completed University	(264)	6%	56%	37%	1%
Q9 NUMBER OF CHILDREN IN THE HOUSEHOLD					
None	(723)	6%	52%	38%	4%
One or More	(471)	7%	58%	33%	2%
Q10 EMPLOYMENT STATUS					
Employed Full-Time For Pay	(503)	5%	57%	36%	3%
Employed Part-Time For Pay	(136)	5%	54%	39%	3%
Self-employed	(143)	7%	56%	34%	2%
Currently Seeking Work	(55)	11%	43%	46%	0%
Homemaker	(60)	6%	66%	24%	4%
Student	(67)	8%	52%	40%	0%
Disabled	(29)	10%	52%	38%	0%
Retired	(195)	9%	47%	38%	6%
Other	(8)	13%	50%	37%	0%
Q12 IMMIGRATED FROM ANOTHER COUNTRY					
Yes	(374)	7%	57%	32%	4%
No	(823)	6%	53%	38%	3%
Q17 HOUSEHOLD INCOME					
Less Than \$25,000	(247)	8%	48%	40%	4%
\$25,000 To \$34,000	(194)	4%	50%	43%	3%
\$35,000 To \$44,000	(162)	10%	50%	38%	2%
\$45,000 To \$54,000	(128)	5%	55%	38%	2%
\$55,000 To \$64,000	(103)	3%	66%	28%	4%
\$65,000 To \$74,000	(88)	6%	55%	38%	0%
\$75,000 To \$100,000	(97)	6%	63%	28%	2%
More Than \$100,000	(83)	6%	64%	27%	3%
Q22 GENERATION					
Male - 18 to 34	(174)	8%	55%	34%	2%
Male - 35 to 54	(279)	4%	55%	38%	3%
Male - 55+	(148)	14%	45%	39%	2%
Female - 18 to 34	(185)	3%	62%	32%	2%
Female - 35 to 54	(255)	5%	57%	36%	1%
Female - 55+	(160)	7%	46%	38%	9%
TYPE OF COMMUNITY					
City	(630)	6%	54%	37%	3%
Large City	(274)	5%	55%	38%	2%
Small City/Small Town/Suburb Town	(341)	6%	54%	36%	3%
Suburb	(254)	6%	57%	33%	4%
Suburban Area	(84)	9%	65%	24%	2%
Small Town/City	(155)	3%	55%	37%	5%
Rural	(304)	7%	52%	38%	3%
Rural	(165)	7%	48%	42%	2%
Suburban Area/Small town	(126)	7%	57%	33%	3%
Q2 KNOWLEDGE OF BIOTECHNOLOGY					
A Lot	(228)	6%	45%	47%	2%
Some	(383)	7%	59%	32%	1%
A Little	(380)	4%	57%	36%	2%
Nothing At All	(200)	8%	51%	33%	8%
Q4 LEVEL OF CONFORT WITH SAFETY OF FOOD					
Very Comfortable	(393)	8%	56%	33%	3%
Somewhat Comfortable	(540)	5%	58%	34%	3%
Somewhat Uncomfortable	(202)	6%	50%	42%	3%
Very Uncomfortable	(60)	8%	25%	65%	3%

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