

## 2012 IFIC CONSUMER PERCEPTIONS OF FOOD TECHNOLOGY SURVEY TOPLINE SUMMARY (n=750)

(Questions 1-6 consisted of demographic “screening” questions.)

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

Yes	53%
No	47%

[If yes... ] 8. What foods or ingredients have you avoided? [OPEN END] (n=400)

Sugars/Carbs	52%
Sugars	43%*
Carbs	29%*
Fats/Oils/Cholesterol	26%
Animal products	22%
Salt/Sodium	17%
Snack Foods/Fast Foods/ Soda	17%
Artificial/Additives	3%
Spices/Spicy Foods	2%
Processed Foods/Refined Foods	4%
Biotech	0%
Other	12%
Don't Know/Refused	3%

\*Numbers do not add up to 100% due to multiple answers provided by respondents

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

Yes	24%
No	76%

[If yes... ] 10. What types of information would that be? [OPEN END] (n=178)

Nutritional Information	36%
Ingredients (General)	19%
Food Safety Information	18%
Source/Processing Information	12%
Biotechnology	3%
Other	9%
Don't Know/Refused	10%

11. 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	21%
Not very confident	9%
Not at all confident	1%

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

Disease/Contamination	29%
Handling/Preparation	21%
Preservatives/Chemicals	13%
Health/Nutrition	8%
Agricultural production	7%
Food source	7%
Packaging/Labeling	5%
Biotech	2%
Processed foods	1%
Other	1%

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13. 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	10%
Some	32%
A little	32%
Nothing at all	26%

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

Very favorable	12%
Somewhat favorable	26%
Neither favorable nor unfavorable	26%
Not very favorable	12%
Not at all favorable	8%
Don't know enough about it to form an opinion	17%

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

Yes	30%
No	11%
Don't know	59%

[If yes... ] 16. Which foods would those be? [OPEN END] (n=213)

Vegetables	31%
Fruits	24%
Corn/Corn products	19%
Meats/Eggs/Fish	18%
Tomatoes	10%
Cereals/Grains	13%
Processed Foods	11%
Milk/Dairy	6%
Soy	4%
Nothing	3%
Other	1%
Don't know	9%
Missing/Refused	6%

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

Yes	35%
No	20%
Don't know	45%

[If yes... ] 18. What benefits do you expect? [OPEN END] (n=263)

Nutrition/health benefits	35%
Improved quality/taste/variety	22%
Price/economic benefits	21%
Improved crops/agricultural production	13%
Safer foods	11%
Reduced pesticides/chemicals	3%
Other	13%
Don't know	3%
Nothing	2%
Missing/Refused	8%

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18A. Which of the following sources, if any, do you or would you trust for information on biotechnology? *Rank your top five.*

	Total Ranked 1 <sup>st</sup> – 5 <sup>th</sup>	Ranked 1 <sup>st</sup>	Ranked 2 <sup>nd</sup>	Ranked 3 <sup>rd</sup>
Health organization (e.g., American Medical Association, AHA, etc.)	57%	13%	19%	9%
Health professional (e.g., doctor, , nurse, pharmacist, dietitian, etc)	56%	15%	11%	12%
Government agency (e.g., USDA, FDA, CDC, etc.)	50%	19%	7%	10%
Agriculture organization (e.g., Farm Bureau, Future Farmers of America, etc.)	47%	8%	7%	11%
Consumer advocacy group	34%	4%	6%	8%
Product manufacturer (e.g., website, advertising, etc)	30%	2%	6%	6%
Food label	29%	4%	5%	4%
Universities or colleges	25%	5%	6%	6%
Website	20%	2%	5%	3%
TV or radio news program	18%	1%	4%	6%
Friends/family	18%	3%	4%	4%
Grocery store, drug store, or specialty store	18%	3%	3%	4%
Newspaper or magazine	16%	3%	1%	7%
Cooking show	15%	4%	2%	2%
Blog or social networking site (e.g., Twitter, Facebook, etc)	14%	2%	4%	1%
TV or radio ad	13%	4%	2%	2%
Church/faith-based group	12%	4%	3%	0%
Public official (e.g., Senator, governor, mayor, etc.)	10%	0%	2%	1%
Talk show	9%	1%	3%	2%
School	9%	1%	1%	0%
Other (specify) (KEEP LAST)	1%	0%	0%	0%

19A. All other things being equal, how likely would you be to buy a variety of produce, like corn, lettuce, tomatoes or potatoes, if it had been modified by biotechnology to taste better or fresher? (n=359)

Very likely	23%
Somewhat likely	46%
Not too likely	23%
Not at all likely	8%

20A. All other things being equal, how likely would you be to buy a variety of produce, like corn, lettuce, tomatoes or potatoes, if it had been modified by biotechnology to be protected from insect damage and required fewer pesticide applications? (n=359)

Very likely	30%
Somewhat likely	47%
Not too likely	17%
Not at all likely	6%

21. All things being equal, how likely would you be to buy a food product, made with oils that had been modified by biotechnology to reduce the saturated fat content in the food?

Very likely	26%
Somewhat likely	42%
Not too likely	24%
Not at all likely	7%

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23. 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	28%
Somewhat likely	43%
Not too likely	22%
Not at all likely	7%

23A. 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	16%
Somewhat favorable	28%
Neither favorable nor unfavorable	26%
Not very favorable	9%
Not at all favorable	7%
Don't know enough about it to form an opinion	13%

23B. 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	28%
Somewhat likely	42%
Not too likely	23%
Not at all likely	7%

23C. 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	24%
Somewhat favorable	25%
Neither favorable nor unfavorable	25%
Not very favorable	9%
Not at all favorable	7%
Don't know enough about it to form an opinion	11%

24. 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 support or oppose this FDA policy?

Strongly support	35%
Somewhat support	30%
Neither support nor oppose	20%
Somewhat oppose	8%
Strongly oppose	6%

24A. During the past few months, have you taken any action or done anything because of any concerns you may have about foods produced using biotechnology?

Yes	13%
No	87%

[If yes...]

24B. What actions have you taken because of your concerns about foods produced using biotechnology?

Eat less/Don't eat/Don't buy	15%
Nothing	11%
Read Labels	10%
Sign petitions/protest/write letters	10%
Eat organic	6%

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Buy local/Grow my own food	6%
Research products	6%
Other	9%
Don't know	2%
Missing/Refused	22%

25. 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 provide enhanced nutritional benefits?

Very likely	24%
Somewhat likely	45%
Not too likely	23%
Not at all likely	8%

*Now, a few questions on animal biotechnology.*

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

A lot	7%
Some	22%
A little	28%
Nothing at all	44%

*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.*

29. 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	23%
Neither favorable nor unfavorable	25%
Not very favorable	13%
Not at all favorable	13%
Don't know enough about it to form an opinion	16%

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

29A. Why are you not favorable toward using biotechnology with animals that produce food products? *Check all that apply.* (n=381)

I don't have enough information.	55%
I don't understand the benefits of using biotechnology with animals.	42%
I don't eat meat or dairy products.	5%
Other	16%

*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).*

33A. Genomics is a way of evaluating the genetic makeup of farm animals to help make breeding decisions that will result in producing better offspring for improved meat, milk, and egg quality. What is your overall impression of animal genomics?

Very favorable	17%
Somewhat favorable	33%
Neither favorable nor unfavorable	35%

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Not very favorable	10%
Not at all favorable	5%

34A. 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	15%
Somewhat favorable	29%
Neither favorable nor unfavorable	33%
Not very favorable	15%
Not at all favorable	8%

35. 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	24%
Somewhat likely	47%
Not too likely	21%
Not at all likely	8%

35A. If the U.S. Food and Drug Administration (FDA) were to determine that fish enhanced through genetic engineering was safe, how likely would you be to buy it?

Very likely	21%
Somewhat likely	46%
Not too likely	22%
Not at all likely	11%

Now, a few questions about nanotechnology.

39A. 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	8%
Some	13%
A little	18%
Nothing at all	61%

*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.

39B. 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	22%
Somewhat favorable	26%
Neither favorable nor unfavorable	23%
Not very favorable	5%
Not at all favorable	4%
Don't know enough about it to form an opinion	20%

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Now, a few questions about sustainability.

41A. What does the word “sustainability” mean to you? [OPEN-END]

Long-lasting/ Doesn't stop or run out/shelf life	47%
Stays the same/consistent	17%
Green/no impact on the environment	8%
Biotechnology	1%
Don't know	14%
Nothing	4%
Other	26%
Missing/Refused	5%

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

A lot	9%
Some	22%
A little	24%
Nothing at all	44%

41B. In the past year, how, if at all, have you changed your purchasing of food and beverage products that fit your definition of sustainability?

I have increased my purchasing of sustainable food and beverage products	18%
I have decreased my purchasing of sustainable food and beverage products	7%
I have neither increased nor decreased my purchasing of sustainable food and beverage products	42%
I do not know if I have changed my purchasing of sustainable food and beverage products	32%

41C. Are you willing to pay more for food and beverage products that fit your definition of sustainability?

Yes	33%
No	31%
I don't know	37%

*For the following questions, we are defining sustainability as meeting long-term food needs by producing more food affordably with the same or fewer resources, in a way that is better for the environment and keeps food affordable and accessible for consumers.*

41D. How important is it to you that the food products you purchase or consume are produced in a sustainable way?

Very important	27%
Somewhat important	42%
Neither important nor unimportant	25%
Not very important	4%
Not at all important	2%

[If checked Very important or Somewhat important...]

42A. Please rank the following aspects of “sustainability” in order of importance to you.

	Ranked 1 <sup>st</sup>	Ranked 2 <sup>nd</sup>	Ranked 3 <sup>rd</sup>	Total Rank 1 <sup>st</sup> -3 <sup>rd</sup>
Conserving the natural habitat (water, land, rainforests, etc.)	16%	19%	14%	49%
Ensuring a sufficient food supply for the growing global population	19%	13%	13%	45%
Reducing the amount of pesticides used to produce food	16%	14%	15%	45%
Ensuring an affordable food supply	12%	12%	16%	40%
Produce more food with less use of natural resources	10%	13%	11%	34%
Less food and energy waste	7%	8%	8%	23%
Fewer food miles	9%	7%	5%	21%
Lower carbon footprint	5%	6%	5%	16%
Recyclable packaging	4%	4%	7%	15%
Reduced packaging material	3%	4%	5%	12%

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42B. With the population estimated to grow to more than 9 billion people by 2050, there will be significant demand placed on our agriculture system to produce more food more efficiently. Who do you believe is primarily responsible for ensuring continued access to a safe, affordable, abundant food supply? *Please rank in order of responsibility.*

	Ranked 1 <sup>st</sup>	Ranked 2 <sup>nd</sup>	Ranked 3 <sup>rd</sup>	Total Rank 1 <sup>st</sup> – 3 <sup>rd</sup>
Farmers/ranchers	25%	26%	20%	71%
Food product manufacturers	12%	25%	23%	60%
Government	30%	13%	11%	54%
Scientists	12%	15%	18%	45%
Consumers	11%	11%	10%	32%
Grocery stores and other food retailers	6%	6%	11%	23%
Restaurants	3%	4%	5%	12%
Other	1%	0%	1%	2%

42C. Which of the following sources, if any, do you or would you trust for information on sustainability in food production? *Rank your top five.*

	Total Ranked 1 <sup>st</sup> – 5 <sup>th</sup>	Ranked 1 <sup>st</sup>	Ranked 2 <sup>nd</sup>	Ranked 3 <sup>rd</sup>
Health organization (e.g., American Medical Association, AHA, etc.)	64%	16%	19%	13%
Government agency (e.g., USDA, FDA, CDC, etc.)	56%	17%	14%	9%
Agriculture organization (e.g., Farm Bureau, Future Farmers of America, etc.)	54%	14%	13%	11%
Health professional (e.g., doctor, nurse, pharmacist, dietitian, etc.)	49%	7%	8%	12%
Consumer advocacy group	40%	7%	7%	6%
Product manufacturer (e.g., website, advertising, etc.)	30%	2%	3%	6%
Universities or colleges	27%	4%	6%	6%
Food label	25%	4%	4%	4%
Friends/family	21%	4%	3%	4%
Grocery store, drug store, or specialty store	20%	2%	2%	3%
Website	17%	4%	3%	3%
Newspaper or magazine	17%	3%	3%	2%
TV or radio news program	16%	4%	3%	3%
Public official (e.g., Senator, governor, mayor, etc.)	14%	1%	2%	4%
Blog or social networking site (e.g., Twitter, Facebook, etc.)	10%	1%	2%	2%
Church/faith-based group	9%	3%	2%	2%
TV or radio ad	8%	1%	1%	2%
Cooking show	8%	1%	1%	3%
Talk show	8%	2%	2%	1%
School	6%	2%	1%	1%
Other (specify) (KEEP LAST)	2%	1%	0%	0%