

Annenberg Science Knowledge Survey: GMO2
July 21-25, 2016
(Week 24, N=1,011)

Appendix

In general, how likely, if at all, would you be to use your mobile phone or an in-store scanner to find out whether a product contained genetically modified ingredients? Is it very likely, somewhat likely, not too likely, or not likely at all?

| | LIKELY | | | NOT LIKELY | | | Don't know | Refused |
|---------|-----------|-------------|-----------------|------------|----------------|-------------------|------------|---------|
| | NET | Very likely | Somewhat likely | NET | Not too likely | Not likely at all | | |
| 7/25/16 | 40 | 15 | 25 | 59 | 21 | 38 | 1 | * |

*=less than 0.5%

Products, price tags, and coupons often include UPC or QR codes that can be scanned to get information about a product. In the last 12 months, have you used your mobile phone, or a store scanner to scan one of these codes to:

a. *Find the price of a product, or to check out at a store?*

| | Yes | No | Don't know | Refused |
|---------|-----|----|------------|---------|
| 7/25/16 | 29 | 71 | * | -- |

*=less than 0.5%

b. *Find information about a product's ingredients, or nutrition information about a product?*

| | Yes | No | Don't know | Refused |
|---------|-----|----|------------|---------|
| 7/25/16 | 15 | 85 | * | -- |

*=less than 0.5%

If you learned that a food product contained genetically modified ingredients, would you be more likely to purchase that food product, less likely to purchase it, or would it make no difference in your purchase decision. Is that much MORE/LESS OR somewhat MORE/LESS likely to purchase it?

| | MORE LIKELY | | | | LESS LIKELY | | | | |
|---------|-------------|------------------|----------------------|--------------------|-------------|----------------------|------------------|------------|---------|
| | NET | Much more likely | Somewhat more likely | Make no difference | NET | Somewhat less likely | Much less likely | Don't know | Refused |
| 7/25/16 | 6 | 2 | 4 | 42 | 50 | 18 | 31 | 2 | * |

*=less than 0.5%

In the last week, how much, if any, genetically engineered or modified food do you think you ate: a great deal, some, not much, none at all, or do you not know?

| | A GREAT DEAL/SOME | | | NOT MUCH/NONE AT ALL | | | | |
|---------|-------------------|--------------|------|----------------------|----------|-------------|------------|---------|
| | NET | A great deal | Some | NET | Not much | None at all | Don't know | Refused |
| 7/25/16 | 34 | 13 | 22 | 34 | 16 | 18 | 32 | * |

*=less than 0.5%

Are foods that contain genetically modified ingredients required by law to be labeled as such in the U.S., or are you not sure?

| | Yes | No | Or are you not sure? | Refused |
|---------|-----|----|----------------------|---------|
| 7/25/16 | 28 | 18 | 54 | * |

*=less than 0.5%

Congress recently passed a bill that would require labelling of genetically modified foods. How much do you approve or disapprove of a requirement to label genetically modified foods? Do you strongly agree, somewhat agree, neither agree nor disagree, somewhat disagree or strongly disagree?

| | APPROVE | | | | DISAPPROVE | | | | |
|---------|-----------|------------------|------------------|--------------------------------|------------|---------------------|---------------------|------------|---------|
| | NET | Strongly approve | Somewhat approve | Neither approve nor disapprove | NET | Somewhat disapprove | Strongly disapprove | Don't know | Refused |
| 7/25/16 | 81 | 65 | 16 | 8 | 9 | 3 | 6 | 2 | * |

*=less than 0.5%

SURVEY METHODOLOGY

ANNENBERG SCIENCE KNOWLEDGE SURVEY METHODOLOGY

The Annenberg Science Knowledge (ASK) survey was conducted for the Annenberg Public Policy Center via telephone (CATI) by SSRS, an independent research company. Interviews were conducted from **July 21-July 25, 2016** among 1,011 U.S. adults, aged 18 and older, drawn from a national probability sample in all 50 states. Total cell phone respondents were 605, and there were 39 respondents who completed the survey in Spanish. Data were weighted to represent the target U.S. adult population. The margin of error for total respondents is +/- 3.70% at the 95% confidence level. The response rate was 6% (AAPOR RR 3).

For more detail on the methodology, including sampling, within household respondent selection, weighting variables and procedures, please visit [SSRS Omnibus](#).