

# RESEARCH INTERNATIONAL

华南国际市场研究有限公司



## Summary and conclusion-GE food survey

### 1. Awareness of GE food

#### 1) Overall awareness

Generally speaking, 52% respondents are aware of genetically engineered (GE) food, among which 43% are unaided and 9% aided. The other 48% do not know about GE food.

28% respondents know about GE food in the market. 53% know very little about it while 19% know nothing.

Most respondents (74%) get to know GE food in TV and newspaper. And 6% aided respondents recalled they heard of GE food from the environment institution.

#### 2) City difference

45% Guangzhou respondents are aware of GE food, 54% for Shanghai and 55% for Beijing. The ratio of no awareness is 55% for Guangzhou, 46% for Shanghai and 45% for Beijing.

#### 3) Demographic difference

Overall speaking, the following groups hold a higher awareness of GE food:

- Male
- Young respondents
- Respondents of higher education
- Respondents with higher income
- Unmarried

## RESEARCH INTERNATIONAL

华南国际市场研究有限公司

中国广东省广州市中山三路较场东 19 号富力大厦 8 楼 (510055)

电话: +8620 8385 9898 传真: +8620 8387 9148

[www.research-int.com.cn](http://www.research-int.com.cn) [www.research-int.com](http://www.research-int.com)

华南国际市场研究有限公司是华南市场研究有限公司与国际市场研究公司在中国的合资机构

## 2. Attitudes towards eating GE food

### 1) Overall attitude

Result shows 35% hold a positive attitude towards eating GE food, 31% remain neutral while 34% are reserved.

Among those who would like to eat GE food, 49% would definitely or possibly eat GE rice. 26% are not sure while 25% would definitely or possibly not eat GE rice.

When asking if they would let children under 16 eat GE rice, 26% say yes, 28% remain neutral and 46% say no.

38% respondents are highly concerned whether the food is genetically engineered. 42% are not sure and 21% have a low concern.

### 2) City difference

Attitude difference towards eating GE food among 3 cities are as below.

	Shanghai	Guangzhou	Beijing
the respondents who would definitely or possibly eat GE food (base: all respondents)	40%	35%	30%
the respondents who would definitely or possibly eat GE rice (base: respondents who would eat GE food)	54%	47%	45%
the respondents who would definitely or possibly buy GE food for their children under 16 (base: respondents whose family have children under 16)	26%	33%	18%
the respondents who would definitely or possibly concern on whether the food was genetically engineered (base: all respondents)	31%	37%	47%
the respondents who agree on stopping using the GE ingredient (base: all respondents)	24%	29%	28%
the respondents who definitely or possibly not agree that the Gene engineering can improve the food (base: all respondents)	17%	17%	21%

## 3. Purchase intention of GE food

### 1) Overall intention

Result shows about 40% respondents choose the products with no GE ingredient while the opposite is around 24%.

For the daily consumed food, 3% respondents declared they would buy more, 41% remain the same quantity. On the other hand, 14% declared they would buy less and 18% will drop the brand immediately.

### 2) City difference

- Beijing

46% Beijing respondents will choose brands with no GE ingredient. The figure is higher than that in Guangzhou and Shanghai.

23% will stop buying the brand with GE ingredient. The figure is higher than other 2 cities.

- Guangzhou

Guangzhou respondents stay clam with GE food. 55% will continue to buy GE brand, among which 52% will continue with the same quantity. This is higher than Shanghai (34%) and Beijing (37%). The ratio of stopping buying is 16%, lower than Shanghai (17%) and Beijing (23%).

#### 4. The rights to know about GE food

##### 1) Overall need

Survey shows 87% respondents feel they have the rights to know about GE food. 9% have no strong opinion while 4% do not feel the need.

90% respondents agree on setting the GE labeling system. 7% give no comments and 3% feel unnecessary.

Difference in cities, ages and gender is not significant.

##### 2) Impact on brand image

- Non-GE brands

41% respondents increase their confidence in the non-GE brands. 31% have a vague attitude and 28% remain at the same level.

- GE brands

For GE brands without identifiable label, about 20% claimed it would not affect their confidence in the brands. 10% are not sure but around 70% have a lower confidence.

##### 3) Attitude towards the sale of GE food

- General attitude

24% feel sale of GE food should be prohibited. 38% remain neutral while 38% support the sale.

- Labeling and sale

84% respondents hold a positive attitude towards the requirement of government that all GE food should be labeled before launching to the market. 13% are ambiguous and 4% feel unnecessary.

80% respondents hold a positive attitude towards the policy that GE food should be certified by the authority before launching to the market. About 10% do not have a clear opinion and less than 10% feel unnecessary.