



702 H Street NW  
Washington, DC 20001  
Telephone (202) 319-2412  
Fax (202) 884-7609  
<http://www.greenpeaceusa.org>

Genetic Engineering Campaign

Background Information

Updated 05/02

---

## U.S. OPINION POLLS ON GENETICALLY ENGINEERED FOOD

### Food Policy Institute, Rutgers University

On November 15, 2001 the Food Policy Institute at Rutgers University released the results of their latest opinion poll on genetically modified crops. Their public opinion poll found that 90% of Americans say that foods created through GM should have special labels on them.

<http://www.foodpolicyinstitute.org/docs/reports/NationalStudy2003.pdf>

Public Perceptions of Genetically Modified Food. A national study of American Knowledge and Opinion

### ABC News.com

In June 2001, ABC News.com found that 93% of people wanted GE food to be labeled. ABC reported that the results showed that Americans "almost unanimously favor mandatory labels on genetically modified foods."

### PBS/Frontline

An April 2001 poll with over 21,000 respondents found that 65% said we should not grow genetically engineered (GE) crops.

### Pew Initiative on Food and Biotechnology

A March 2001 poll found that 75% of Americans believe it is important to know if food is made with genetically engineered (GE) ingredients. 58% say they oppose the introduction of GM foods, while those that believe that GE foods are not safe or are unsure of the safety of GE foods total 71%.

### International Food Information Council

A February 2001 poll found that just 37% of Americans support the Food and Drug Administration's policy on labeling GE foods, while 58% support critics of the agency who call for mandatory labeling of all GE food.

### Oxygen/Markle-Pulse

A December 2000 poll found that 85% of Americans support labeling of GE foods, with 88% supporting safety testing. Only half of women surveyed say they would eat GE food, with only 37% saying they would give GE food to their children. 47% of women say they would pay more for non-GE food.

### Reuters/Zogby

A November 2000 poll found that over 54% of Americans say that recalls of products found with an unapproved GE corn raise questions about the safety of the food supply. 33% believe that farmers should not be allowed to grow GE crops, while under 40% believe that GE crops should be permitted.

### **Harris Poll**

A June 2000 poll found that 86% of Americans think the government should require labeling of all food from GE crops.

### **Texas A&M**

A Spring 2000 poll showed just 39.5% of Americans approve of current government regulation of biotechnology. According to Susanna H. Priest of Texas A&M, their survey shows that "...the U.S. increasingly resembles Europe in having significant amounts of opposition [to GE food]."

### **International Communications Research**

A March 2000 poll found that 86% of Americans want labels on genetically engineered foods.

### **USA Today Weekend Poll**

A February 2000 poll found that 79% of Americans said it should not be legal to sell GE fruits and vegetables without special labels.

### **MSNBC**

An internet poll conducted in January 2000 found that 81% of Americans think the government should require labeling of GE food, and 89% think the government should require pre-market safety testing of GE foods, as with any food additive.

### **The Economist/Angus Reid Group**

A poll conducted in November-December 1999 (reported January 13, 2000) found that "Only 4% of Americans would actually be more likely to buy foods because they are genetically modified. By contrast, 57% [of Americans] would be less likely to buy them. (T)he sharpest distinction between America and Europe lies not in the percentage of people rejecting GM foods, but in public awareness."

### **Gallup Poll**

A Fall 1999 poll found that 68% of Americans want labels on GE food, even if labeling means higher food costs.

### **BSMG Worldwide for the Grocery Manufacturers of America**

A September 1999 poll found that 92% of Americans support legal requirements that all GE foods be labeled.

### **Time Magazine**

A January 1999 poll found that 81% of American consumers believe GE food should be labeled. 58% say that if GE foods were labeled they would avoid purchasing them.

### **National Federation of Women's Institutes**

A 1998 poll found that 93% of women surveyed say they want all GE food clearly labeled.

### **Novartis**

A 1997 poll conducted for the gene food maker found that 93% of Americans agree that GE foods should be labeled as such, with 73% saying they feel strongly about labeling.