

Report

**STUDY ON GENETICALLY
MODIFIED POTATOES**

Omnibus Canada



DATE 2020-09-15 PROJECT NUMBER 16179-001



CONTEXT, OBJECTIVES AND METHODOLOGY

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The **Vigilance OGM** organization mandated Léger to survey Canadians on their likelihood to eat genetically modified potatoes.

HOW? An **Omnibus Web survey** was conducted with Canadians.

WHO? A representative sample of **1,529 English-speaking and French-speaking Canadians, 18 years of age and older.**

WHEN? Data collection took place from **Sept. 4 to Sept. 6, 2020.**

WEIGHTING? Results were weighted according to **age, region, gender, mother tongue, education and presence of minor children in the household** to ensure a representative sample of the Canadian population.

NOTES TO READERS

ROUNDING

The data presented have been rounded. As a result, totals may differ slightly from 100%.

SIGNIFICANT DIFFERENCES

Results with significant and relevant differences are indicated in a text box next to the presentation of the overall results.

SURVEY RESULTS

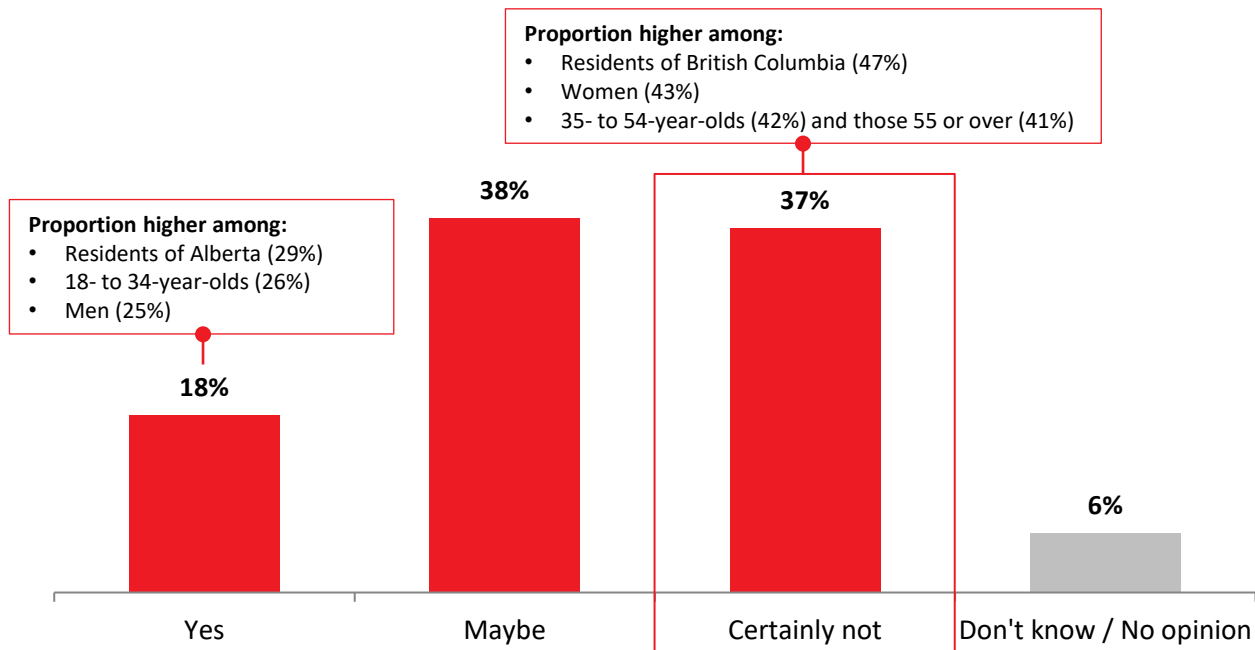
LIKELIHOOD TO EAT GENETICALLY MODIFIED POTATOES



COG2. A genetically modified potato has been approved by Health Canada. This potato is already grown and sold in the United States. It could arrive on the Canadian market soon. The potato has been genetically modified to resist bruising, lower asparagine, glucose and fructose levels and resist late blight.

Would you eat genetically modified potatoes?

Base: All respondents (n=1 529)



One Canadian out of five (18%) would eat **genetically modified potatoes**, while **75% are unwilling to do so, nearly a quarter (37%) of whom would certainly not eat GMO potatoes**, even though they are already grown and sold in the United States, in addition to being approved by Health Canada.

Among those who would be willing to eat them, we note that the trend is notably stronger among **young people** and **men**, who may be more open to eating this type of potato.

PROFILE OF RESPONDENTS

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Base: All respondents

TOTAL
(n=1 529)

GENDER

Male	49%
Female	51%

AGE

18 to 34	27%
35 to 54	34%
55 or over	39%

MOTHER TONGUE

French	21%
English	65%
Other	14%

PROVINCE

Atlantic Provinces	7%
Québec	23%
Ontario	38%
Manitoba / Saskatchewan	7%
Alberta	11%
British Columbia	14%

PRESENCE OF CHILDREN IN THE HOUSEHOLD

Yes	27%
No	72%

Base: All respondents

TOTAL
(n=1 529)

OCCUPATION

Services / Sales / Office	23%
Manual workers	7%
Professionals	21%
Homemakers	4%
Students	8%
Retired	26%
Unemployed	6%

HOUSEHOLD INCOME

Under \$40,000	22%
\$40,000 to \$59,999	17%
\$60,000 to \$79,999	17%
\$80,000 to \$99,999	13%
\$100,000 or more	21%

EDUCATION

Primary/Secondary	31%
College	41%
University	27%

Note: For each of the profile categories, the complement to 100% corresponds to "Don't know" and "Refusal".

Leger

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