

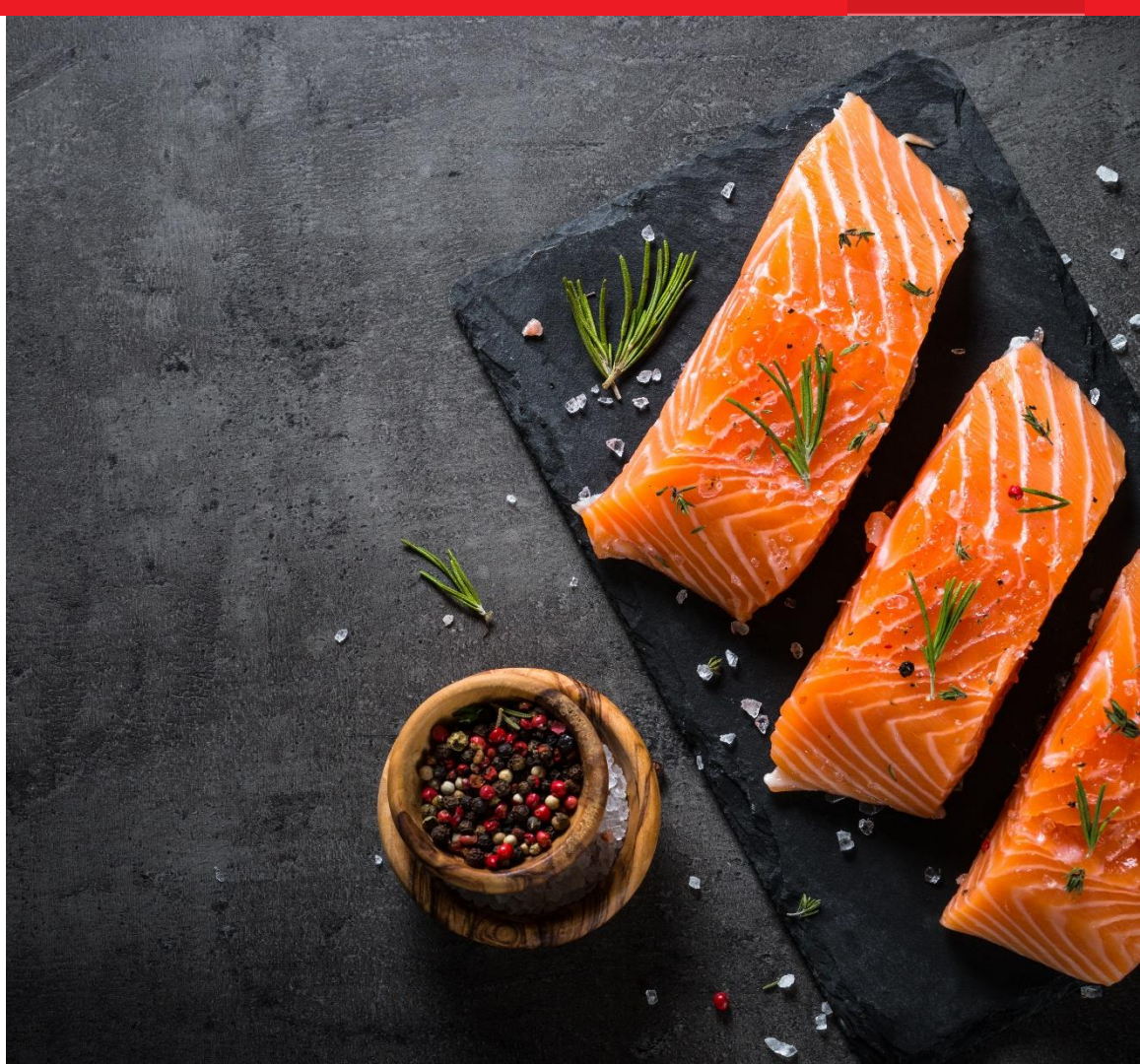
Report

STUDY ON GENETICALLY MODIFIED SALMON

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 salmon.

HOW? An **Omnibus Web survey** was conducted among 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.

In the graphs presented, the green and red arrows (↑↓) indicate significant variations compared to the measurement carried out by Ipsos in 2015 (a Web survey of 1,005 Canadians conducted between Aug. 14 and Aug. 17, 2015).

SURVEY RESULTS

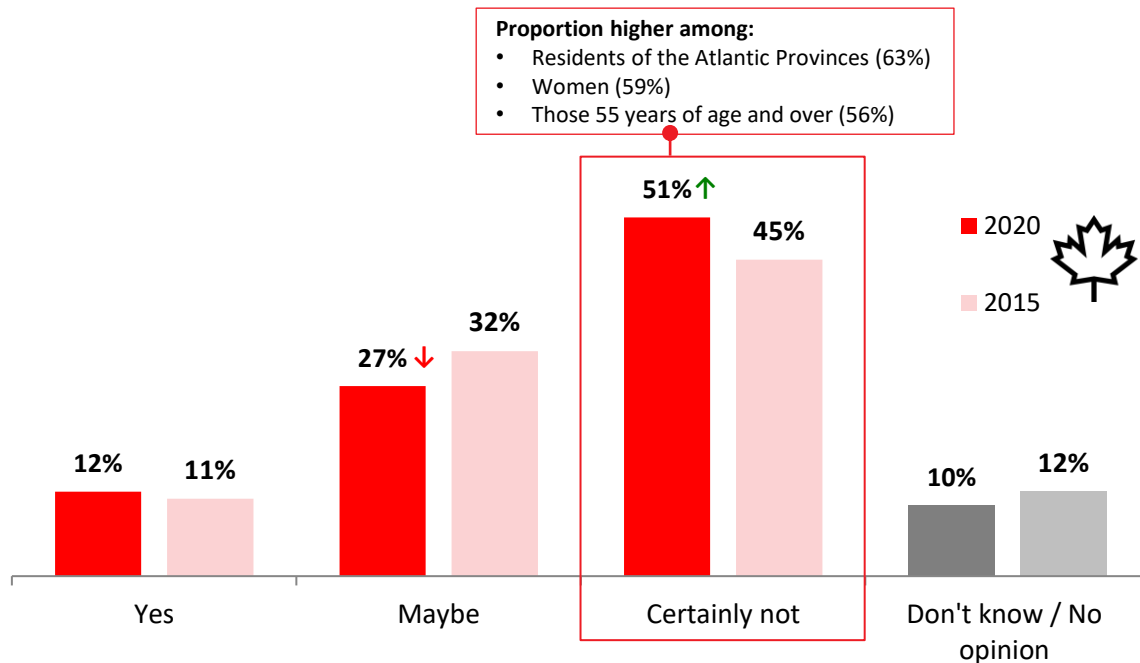
LIKELIHOOD TO EAT GENETICALLY MODIFIED SALMON



COG1. Genetically modified (GM) salmon has been approved by Health Canada. This salmon is the first GM animal in the world for consumption. At this time, GM salmon has only been consumed in small quantities in Canada since 2017 with no labelling indicating it was genetically modified. Genetically modified Atlantic salmon are inserted with genes from other fish species to make them grow faster.

Would you eat genetically modified salmon?

Base: All respondents (n=1 529)



Only **12%** of Canadians would eat genetically modified **salmon**, while **78%** are unwilling to do so, the **majority (51%) of whom said that they would certainly not eat GMO salmon**, even if approved by Health Canada. In fact, this is a significant **increase** compared to 2015.

Women are particularly more inclined not to want to eat genetically modified salmon.

It also seems that more than other foods, people have a stronger opinion when it comes to salmon.

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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