

YouGov/Fishburn Hedges Survey Results

Sample Size: 2301 UK adults
Fieldwork: 9th - 11th June 2013

	2010 Vote			Gender		Age				Social Grade		Region						
Total	Con	Lab	Lib Dem	Male	Female	18-24	25-39	40-59	60+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland	Northern Ireland	
Weighted Sample	2301	672	552	509	1123	1178	278	578	785	660	1312	989	285	725	481	550	196	64
Unweighted Sample	2301	663	593	513	1054	1247	206	589	881	625	1549	752	424	680	407	580	159	51
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

The next few questions are about food groups.

Conventional food: food sourced through conventional means, which usually costs around the average retail price

Organic food: food that is grown without pesticides and fertilizers, which usually costs more than the average retail price

Genetically modified (GM) food: food that has been subject to genetic modification, which usually costs less than the average retail price

Thinking about your average food shop, which ONE of the following types of food would you most prefer to buy?

Conventional food	67	76	65	63	68	65	47	64	67	76	66	67	60	66	70	67	69	68
Organic food	24	19	23	28	22	25	22	23	28	20	25	22	30	24	21	23	24	29
Genetically modified food	3	2	4	3	3	3	7	4	1	1	3	3	3	3	3	3	3	0
Don't know	7	3	8	6	7	7	24	9	3	3	6	8	7	8	6	8	4	2

Generally speaking, how much do you know about the debate surrounding GM food?

A great deal	3	3	3	4	4	2	8	3	3	2	3	3	4	4	3	2	4	2
A fair amount	33	32	37	39	37	29	27	31	35	33	37	28	40	35	27	32	34	18
TOTAL GREAT DEAL/FAIR AMOUNT	36	35	40	43	41	31	35	34	38	35	40	31	44	39	30	34	38	20
Not a lot	49	55	46	47	46	52	35	47	51	55	49	49	44	47	55	47	52	66
None at all	11	9	11	9	8	13	13	13	10	9	7	16	8	10	12	12	9	12
TOTAL NOT A LOT/NONE AT ALL	60	64	57	56	54	65	48	60	61	64	56	65	52	57	67	59	61	78
Don't know	4	2	3	2	4	4	17	6	1	0	4	4	4	4	4	6	1	1

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	Full Region												
	Total	North East	North West	Yorkshire and the Humber	East Midlands	West Midlands	East of England	London	South East	South West	Wales	Scotland	Northern Ireland
Weighted Sample	2301	103	281	166	168	200	214	285	321	189	113	196	64
Unweighted Sample	2301	109	288	183	143	172	188	424	306	186	92	159	51
	%	%	%	%	%	%	%	%	%	%	%	%	%

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Thinking about your average food shop, which ONE of the following types of food would you most prefer to buy?

Conventional food	67	60	66	71	76	70	62	60	64	73	62	69	68
Organic food	24	24	23	20	17	18	26	30	23	22	32	24	29
Genetically modified food	3	5	3	2	2	3	2	3	4	1	4	3	0
Don't know	7	10	7	7	5	9	10	7	10	3	1	4	2

Generally speaking, how much do you know about the debate surrounding GM food?

A great deal	3	2	2	3	3	2	5	4	4	3	2	4	2
A fair amount	33	30	32	35	26	29	35	40	34	38	24	34	18
TOTAL GREAT DEAL/FAIR AMOUNT	36	32	34	38	29	31	40	44	38	41	26	38	20
Not a lot	49	50	50	40	54	55	41	44	47	53	59	52	66
None at all	11	13	10	15	16	9	16	8	10	5	11	9	12
TOTAL NOT A LOT/NONE AT ALL	60	63	60	55	70	64	57	52	57	58	70	61	78
Don't know	4	5	6	7	2	5	3	4	5	2	4	1	1

Fieldwork: 9th - 11th June 2013

	2010 Vote				Gender		Age				Social Grade		Region					
	Total	Con	Lab	Lib Dem	Male	Female	18-24	25-39	40-59	60+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland	Northern Ireland
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	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Some say that producing GM food involves lower costs and yields more crops, therefore decreasing food prices, which is of benefit to a global population. Others say that GM foods have a negative effect on wildlife, encourage the growth of new, more resistant super-weeds or pests and are potentially harmful to humans. From what you know or have heard, generally to what extent do you support or oppose GM food?

Strongly support	3	4	2	3	5	1	8	3	2	2	4	3	3	3	3	2	6	0
Tend to support	18	19	17	21	25	11	22	17	18	18	20	15	20	18	17	18	16	18
TOTAL SUPPORT	21	23	19	24	30	12	30	20	20	20	24	18	23	21	20	20	22	18
Neither support nor oppose	34	33	36	29	34	34	27	36	37	30	32	36	28	32	40	33	36	31
Tend to oppose	24	25	22	29	19	29	15	23	24	29	25	23	26	25	21	24	23	26
Strongly oppose	11	12	12	10	8	14	7	8	13	14	11	12	15	11	9	12	11	14
TOTAL OPPOSE	35	37	34	39	27	43	22	31	37	43	36	35	41	36	30	36	34	40
Don't know	10	7	11	8	8	11	20	12	6	7	9	11	9	10	9	11	8	11

Do you think the Government should or should not be promoting the adoption of GM technology in the UK?

Should be promoting the adoption of GM technology	22	23	19	25	32	12	29	21	20	22	25	17	20	23	22	21	21	14
Should NOT be promoting the adoption of GM technology	43	43	41	47	36	50	30	38	48	47	43	43	50	43	36	41	51	47
Don't know	36	34	39	27	33	38	42	41	33	31	32	40	30	34	42	37	28	39

Thinking about the last 12 months, have your views of GM foods become generally more positive or more negative, or has there been no change?

Generally more positive	7	6	8	6	7	6	7	5	7	7	7	6	5	7	7	8	6	3
Generally more negative	9	9	8	8	8	11	8	10	9	10	8	12	9	10	9	8	8	14
No change - I had a negative view of GM food and still do	37	36	38	41	32	41	22	30	39	45	37	36	41	36	32	36	42	38
No change - I had a positive view of GM food and still do	17	18	15	20	24	10	24	19	15	16	21	12	17	18	17	15	22	14
Don't know	30	31	32	25	29	32	39	36	30	22	27	34	27	29	35	32	22	31

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Some say that producing GM food involves lower costs and yields more crops, therefore decreasing food prices, which is of benefit to a global population. Others say that GM foods have a negative effect on wildlife, encourage the growth of new, more resistant super-weeds or pests and are potentially harmful to humans. From what you know or have heard, generally to what extent do you support or oppose GM food?

Strongly support	3	6	2	1	6	1	5	3	4	2	2	6	0
Tend to support	18	13	20	17	14	20	19	20	20	16	18	16	18
TOTAL SUPPORT	21	19	22	18	20	21	24	23	24	18	20	22	18
Neither support nor oppose	34	27	34	35	42	37	30	28	29	41	40	36	31
Tend to oppose	24	23	23	28	20	21	24	26	27	22	23	23	26
Strongly oppose	11	14	13	9	8	10	10	15	12	12	9	11	14
TOTAL OPPOSE	35	37	36	37	28	31	34	41	39	34	32	34	40
Don't know	10	17	9	10	9	10	13	9	9	7	8	8	11

Do you think the Government should or should not be promoting the adoption of GM technology in the UK?

Should be promoting the adoption of GM technology	22	21	21	21	19	25	23	20	24	21	22	21	14
Should NOT be promoting the adoption of GM technology	43	38	43	41	39	34	43	50	45	41	35	51	47
Don't know	36	41	36	38	42	41	34	30	31	38	43	28	39

Thinking about the last 12 months, have your views of GM foods become generally more positive or more negative, or has there been no change?

Generally more positive	7	8	7	8	9	5	8	5	5	8	6	6	3
Generally more negative	9	5	10	8	10	9	9	9	11	10	8	8	14
No change - I had a negative view of GM food and still do	37	36	36	37	31	30	35	41	35	39	38	42	38
No change - I had a positive view of GM food and still do	17	19	15	13	13	20	21	17	20	12	16	22	14
Don't know	30	32	31	33	37	37	27	27	29	31	31	22	31