



POLLS ON GENETICALLY ENGINEERED (GE) FOODS AND THEIR LABELLING IN CANADA AND IN CANADIAN PROVINCES

DATE	DATA	SOURCE
November 1994	<ul style="list-style-type: none"> 95% of Canadians want the label to say if the food was genetically engineered. 43% of Canadians would be willing to pay more for non-GE foods. 	Optima
June 1999	<ul style="list-style-type: none"> 92% of Manitobans believe that GE foods should be labelled. 	Prairie Research Associates
September 1999	<ul style="list-style-type: none"> Between 1995 and 1999, the percentage of Canadians who believe that regulations concerning genetically modified organisms (GMOs) are inadequate rose from 31% to 41% (up 32%). 24% of Canadians strongly disagree with the following statement: "In the long term, GE foods are good for society"; 10% strongly agree. 80% of Canadians read food labels to learn about the products they buy. 50% want bans on the import of food containing GMOs. 81% of Canadians disagree with the statement that special labelling of GE foods is not necessary. 	Environics
December 1999	<ul style="list-style-type: none"> 97% of Montrealers think that GE foods should be labelled. 65% of Montrealers refuse to buy GE foods. 53% think that GE foods should be banned. 	SOM (for the <i>Montreal Gazette</i>)
December 1999	<ul style="list-style-type: none"> 66% of Ontarians and Quebeckers would be willing to pay more to have the GM content of food identified on product labels. 	Angus Reid (for Ontario Agri-Food Technologies Inc.)

January 2000	<ul style="list-style-type: none"> • 68% of Canadians are less likely to buy GE foods. Only 4% would be more likely to buy them. • In 2000, 79% of Canadians heard about or were very familiar with GMOs compared to 62% in 1998. The percentage of individuals who knew nothing about GMOs dropped from 39% to 21% (down 46%). 	Angus Reid
January 2000	<ul style="list-style-type: none"> • Of Canadians familiar with GMO issues, 75% were concerned about the safety of GE foods. • 94% think that Canada should be able to ban the import of GE foods if there are any doubts about their effects on health or the environment. • 56% do not trust the government's ability to protect their health and safety with regard to GE foods. • 95% want consumers to have the option to buy non-GE foods. • 71% would be willing to pay more for them. • Between July 1999 and August 2000, the percentage of individuals who had discussed biotechnology in the previous three months rose from 51% to 72% (up 41%). • 95% of Canadians familiar with GE foods want them labelled as such. 	EnviroNics (for the Council of Canadians)
January 2000	<ul style="list-style-type: none"> • 93% of Canadians believe that the government should demand that food companies voluntarily label GE products so they can make informed choices. 	Pollara & Earnscliffe
June 2000	<ul style="list-style-type: none"> • In 2000, 59% of Canadians had an unfavourable opinion of GE foods compared to 45% in 1998 (up 31%). 24% said that GE foods provide no benefit while 95% believed that they pose no risk. 	Angus Reid
August 2000	<ul style="list-style-type: none"> • About 60% of Canadians believe that GMOs pose a risk to Canada's food supply. • 94% of Canadians believe that GE foods should be labelled as such. 	Omnitel (for the Canadian Health Food Association)
October 2000	<ul style="list-style-type: none"> • More than 90% of Canadians want GE foods labelled. The main concern is over food safety. 	Unilever (private poll reported in <i>The Western Producer</i>)

2001	<ul style="list-style-type: none"> 94% of Canadians want mandatory GMO labelling. 	Pollara/Earnscliffe poll
May 2001	<ul style="list-style-type: none"> 83% of Quebec farmers are in favour of the mandatory labelling of GE food. 	Everest Group (for <i>La Presse</i> and the National Bank)
August 2001	<ul style="list-style-type: none"> 63% of Canadians are less likely to buy GM products. According to Dave Wasylshen, Market Development Officer with Agriculture and Agri-Food Canada, this was 55% two years earlier (<i>The Manitoba Co-operator</i>, November 29, 2001). 4% said they are more likely to buy these products and 32% say it makes no difference. 	Ipsos-Reid (for <i>The Globe and Mail</i> and CTV)
September 2001	<ul style="list-style-type: none"> 87% of Canadians want all GE foods labelled. 51% of consumers believe that GE food products are unacceptable. 	Ipsos-Reid (for the Task Force on Foods Derived from Biotechnology, which represents the agri-food industry)
September 2001	<ul style="list-style-type: none"> 95% strongly or generally support Bill C-287, a mandatory labelling bill in parliament at the time the poll was conducted. 87% support mandatory labelling. Only 12% support a voluntary approach. 	Decima (for Greenpeace Canada)
July 2002	<ul style="list-style-type: none"> 84% of Canadians want GE foods labelled. 55% would be willing to pay at least 10% more to get them. 	Earnscliffe (for the Canadian Biotechnology Secretariat)
December 2002	<ul style="list-style-type: none"> 75% of Canadians want GMOs labelled. 	University of Alberta
March 2003	<ul style="list-style-type: none"> 28% of Canadians, compared to 40% of Americans, think that their government is probably doing a good job regulating biotechnology products. 	Earnscliffe & Pollara
April 2003	<ul style="list-style-type: none"> 73% of Canadians believe that food manufacturers should eliminate GM ingredients from baby food. 	Decima (for Greenpeace Canada)

October 2003	<ul style="list-style-type: none"> 88% of Canadians believe that a label for GE foods should be made mandatory by the Canadian government. 	Decima (for the Consumers' Association of Canada)
April 2004	<ul style="list-style-type: none"> 83% of Canadians are in favour of the mandatory labelling of GE foods. 87% of Quebeckers are in favour of mandatory labelling. 	Léger Marketing (for Greenpeace, Option consommateurs and Union des consommateurs)
May 2004	<ul style="list-style-type: none"> 83% of Canadians believe that the federal government should impose a moratorium on any new GM plants until more study is carried out on the health and environmental impacts. 	Ipsos-Reid (for the Council of Canadians)
July 2012	<ul style="list-style-type: none"> 91% of Canadians want mandatory GMO labelling. 	Léger Marketing (for the Fédération des producteurs de pommes du Québec)
2014	<ul style="list-style-type: none"> 50% of Albertans and 56% of British Columbians say they would support a ban on GMO foods in Canada. 	Insights West
September 2015	<ul style="list-style-type: none"> 88% of Canadians want mandatory labelling. 	Ipsos-Reid (for the Canadian Biotechnology Action Network — CBAN)

Sources

- 1) Résumé des sondages sur les OGM au Québec et au Canada 1994-2004, Greenpeace, 2004
<http://www.greenpeace.org/canada/fr/documents-et-liens/documents/ogm-les-canadiens-et-canadien/>
- 2) Polls on GE food Labelling, Canadian Biotechnology Action Network
<http://www.cban.ca/Resources/Topics/Labeling/Polls-on-GM-Food-Labelling.-Canada>