

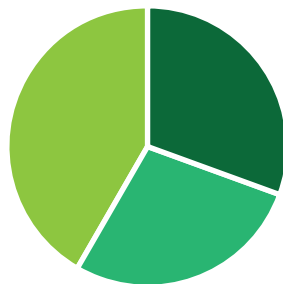
WHAT FLORIDIANS THINK THEY KNOW ABOUT GENETICALLY MODIFIED FOOD

Consumers are largely unaware of the genetically modified ingredients found in many of the foods they eat. Chips, bread, cookies, candy, fried foods, salad dressing, soft drinks, frozen foods and more might contain genetically modified soybeans, corn, canola, sugar beets or other ingredients. Although many Floridians would prefer to not purchase genetically modified food, PIE Center survey results show many residents don't know what foods contain genetically modified ingredients.

FLORIDIANS DISTRUSTFUL, WANT TO LEARN MORE

Forty-two percent of Floridians said they understand the science of genetically modified food, but half reported not knowing what foods contain genetically modified ingredients.

"I UNDERSTAND THE SCIENCE OF GENETICALLY MODIFIED FOOD."



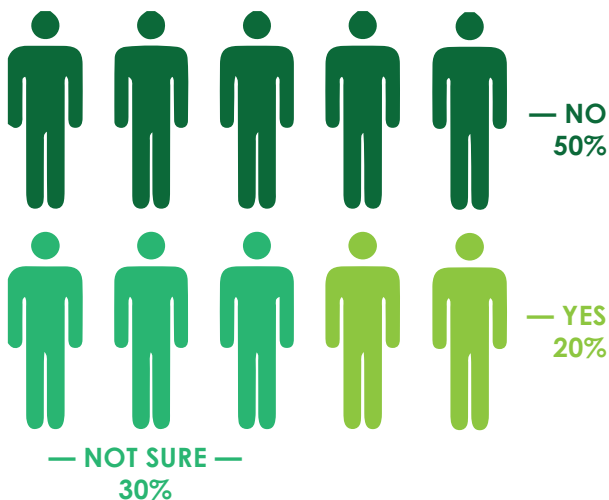
42% YES 31% NO 28% NOT SURE

Floridians carry largely negative perceptions of genetically modified food, but about 70 percent expressed interest in learning more.

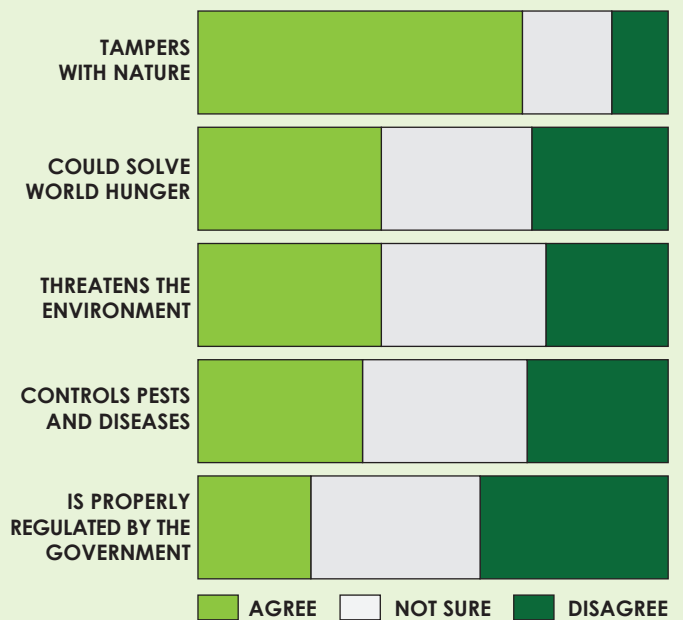
About 70 percent thought that genetically modified food tampers with nature, compared to about 40 percent who thought the technology could

end world hunger. Only 24 percent of Floridians believe the government properly regulates genetically modified food.

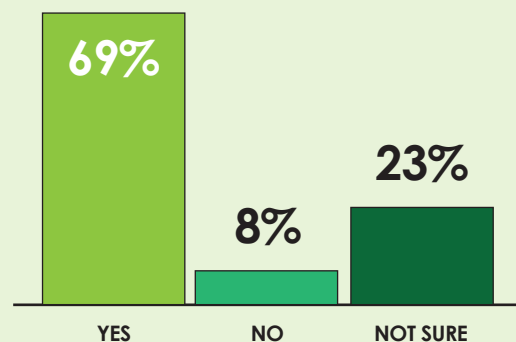
"I KNOW WHAT FOODS CONTAIN GENETICALLY MODIFIED INGREDIENTS."



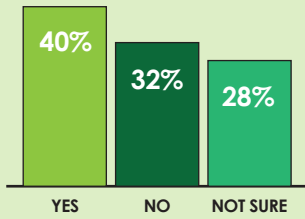
"I THINK GENETICALLY MODIFIED FOOD..."



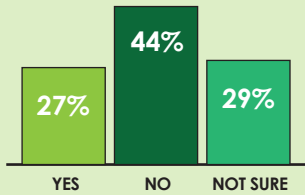
"I WOULD LIKE TO LEARN MORE ABOUT GENETICALLY MODIFIED FOOD."



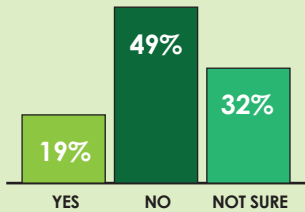
"I HAVE PURCHASED GENETICALLY MODIFIED FOOD."



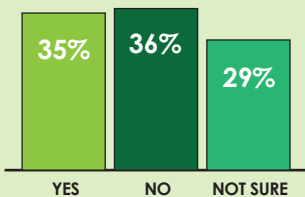
"I CURRENTLY PURCHASE GENETICALLY MODIFIED FOOD."



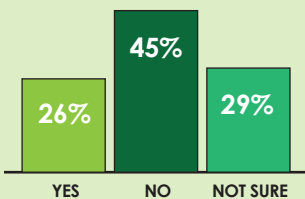
"I PLAN TO PURCHASE GENETICALLY MODIFIED FOOD."



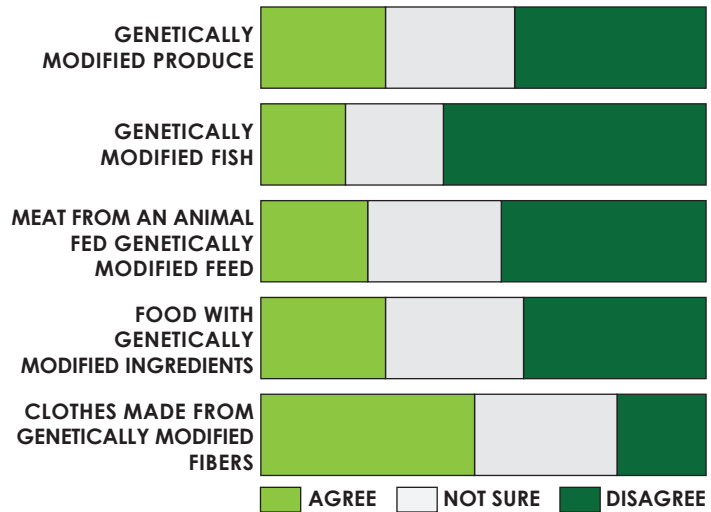
"IF MY FAVORITE FOOD WAS ONLY AVAILABLE AS GENETICALLY MODIFIED, I WOULD BUY IT."



"I WOULD PURCHASE GENETICALLY MODIFIED FOOD IF IT COST LESS."



"I WOULD PURCHASE..."



FLORIDIANS DON'T WANT TO BUY GENETICALLY MODIFIED FOOD

Many Floridians would avoid genetically modified food even if it cost less, as only 26 percent said they would buy the less expensive option. Almost half said they would purchase the more expensive, not genetically modified option.

Although 40 percent said they had bought genetically modified food in the past, 44 percent believe they do not currently purchase the food. Almost half of Floridians said they would not buy genetically modified food in the future.

Residents are more mixed when it comes to purchasing their favorite food if it was available only in a genetically modified form. About third of Floridians would continue to buy the genetically modified

food, but the same amount said they would not.

In many questions, nearly a third of Floridians were unsure how often they bought genetically modified food and how they would react in the future.

About half of state residents would purchase clothes made from genetically modified fiber, but only 19 percent would buy genetically modified fish.

Forty-three percent of Floridians said they would not purchase genetically modified produce, and slightly more were against buying meat from an animal that was fed genetically modified feed.

ABOUT OUR SURVEYS

The PIE Center conducts at least four public opinion surveys every year that focus on issues of key significance to Floridians. The surveys explore what Floridians think about the rights, responsibilities, attitudes and behaviors associated with critical issues such as food production, water quantity and quality, immigration and labor, and endangered and invasive species.