



Leger
MARKETING

Canadian Public Opinion Poll

Arctic Apple Issue

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July 3rd, 2012

Canada

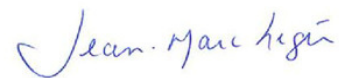
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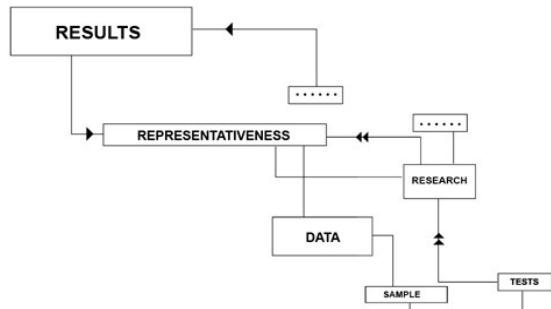
We are proud to present you with this research report, which was produced under the stringent quality standards of our company and those of the Marketing Research and Intelligence Association (MRIA). We are confident that this report will address your concerns and we hope to have the privilege of serving you again in the near future.



Jean-Marc Léger
President

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RESEARCH METHODS



RESEARCH METHODS

The *Fédération des producteurs de pommes du Québec* commissioned Léger Marketing to poll Canadians on their perceptions and opinions about the Arctic apple.

Methodology

Leger Marketing conducted this study from June 26 to June 29, 2012, through an online survey of a random sample of 1,501 Canadians taken from our *LegerWeb* panel. All respondents were English or French-speaking and 18 years of age or older.

Using data from the latest Statistics Canada census, results were weighted according to gender, age, region, mother tongue, the presence of children in the household, and level of education in order to ensure a representative sample of the adult population of Canada as a whole.

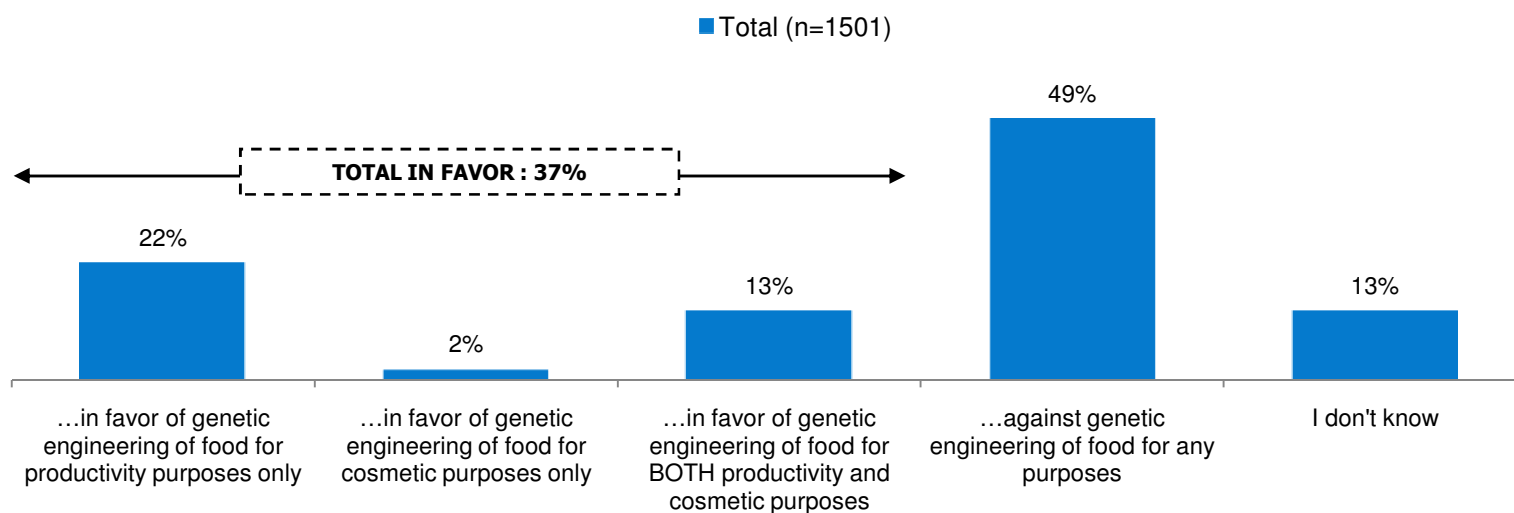
Note to Reader

- Since data presented in tables has been rounded up, column totals might differ from 100%.



CP1. Here is a brief explanation of genetically engineered food: Genetically engineered food products have had their DNA, or genetic material, altered using advanced scientific methods. Many products made from corn, soy and canola include genetically engineered corn, soy and canola that have had their DNA altered to include a herbicide resistant gene or a gene that produces a toxin to caterpillars, allowing farmers to spray a herbicide to kill weeds but allow the crop to survive or allowing farmers to reduce insecticide sprays. Generally speaking, genetic engineering of food is done for two main purposes: productivity purposes and cosmetic purposes.

Knowing this, would you say that you are...



Those who are IN FAVOR are mostly:

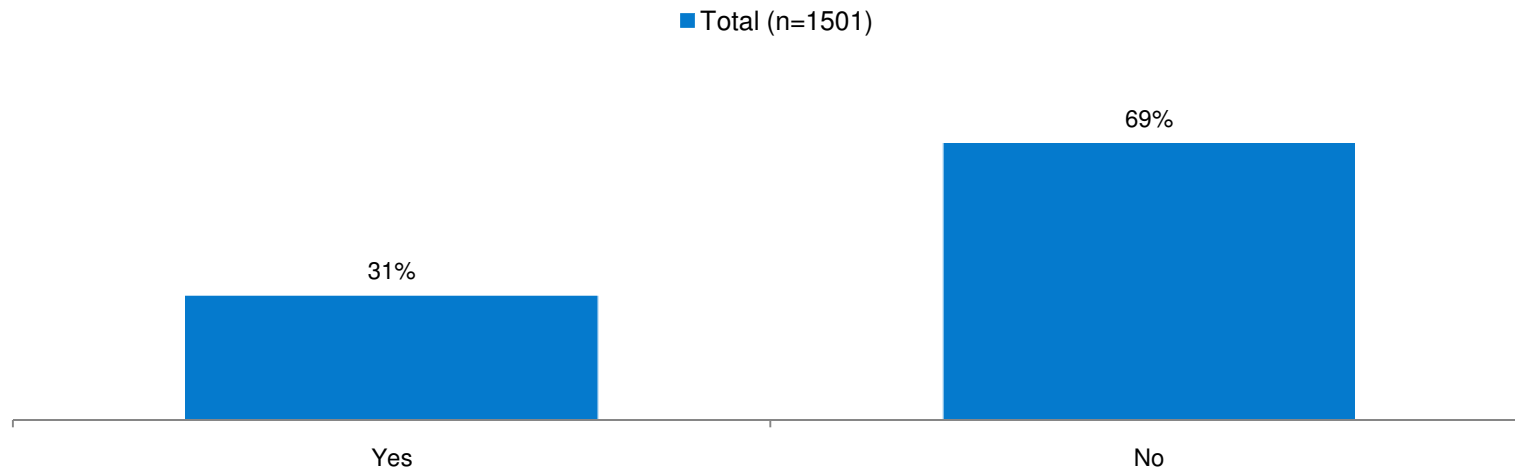
- ▶ Men (49%)
- ▶ Respondents 18 to 24 years of age (51%)
- ▶ Residents from the Rest of Canada (39%)
- ▶ Respondents whose gross annual household income is \$100K or higher (47%)
- ▶ Manual workers (50%), professionals (42%) and students (55%)
- ▶ Respondents with a university level of education (42%)
- ▶ Respondents who say that the Canadian government has provided them with adequate information about genetically modified foods (68%)

Those who are AGAINST are mostly:

- ▶ Women (57%)
- ▶ Respondents 55 to 64 years of age (55%) and 65 years of age or older (54%)
- ▶ French-speaking respondents (57%)
- ▶ Residents from the province of Quebec (56%)
- ▶ Respondents whose gross annual household income is between \$80K and \$99K (57%)
- ▶ Retired respondents (54%)
- ▶ Respondents with a college level of education (55%)
- ▶ Respondents who say that the Canadian government has not provided them with adequate information about genetically modified foods (56%)

CP2. A genetically engineered apple, in which the gene that controls apple browning has been modified, is being considered for approval by Health Canada. When cut, the apple does not brown, mainly resulting in a cosmetic benefit and also enhancing the efficiency of fresh cut apple processors.

Are you in favour of the approval of this apple by Health Canada?



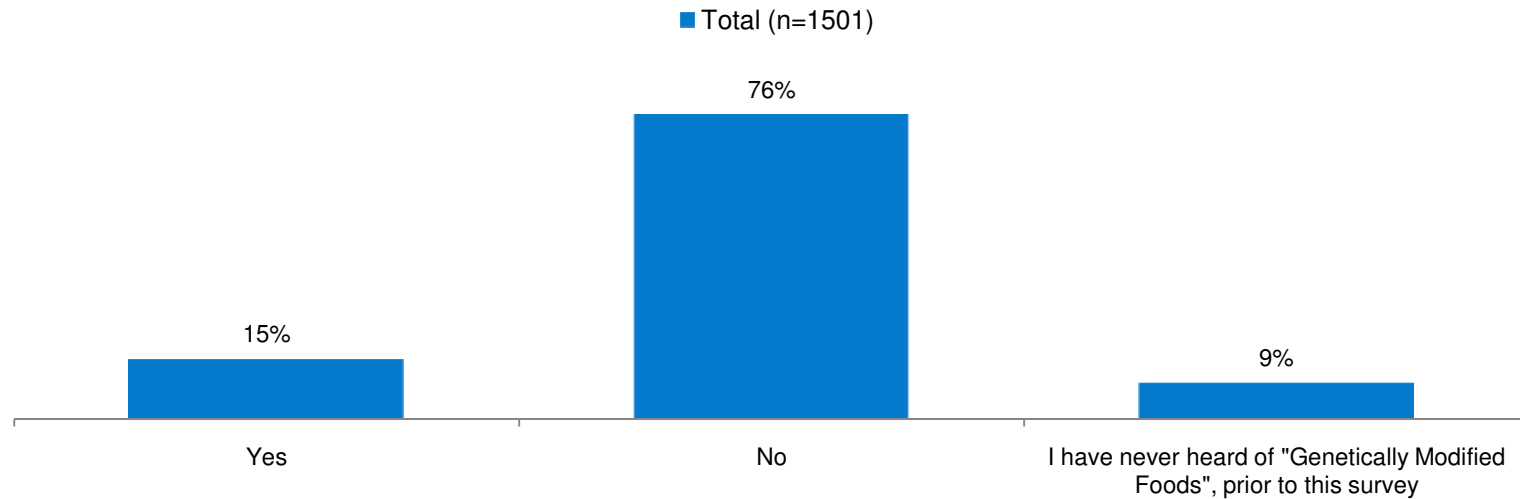
Those who said YES are mostly:

- ▶ Men (41%)
- ▶ Residents from the Rest of Canada (33%)
- ▶ Respondents whose gross annual household income is \$100K or higher (37%)
- ▶ Manual workers (37%)
- ▶ Respondents who say that the Canadian government has provided them with adequate information about genetically modified foods (65%)

Those who said NO are mostly:

- ▶ Women (78%)
- ▶ French-speaking (75%)
- ▶ Residents from the province of Quebec (74%)
- ▶ Respondents who say that the Canadian government has not provided them with adequate information about genetically modified foods (76%)

CP3. Would you say that the Canadian government has provided you with adequate information about genetically modified foods so that you can make an informed decision about these foods?



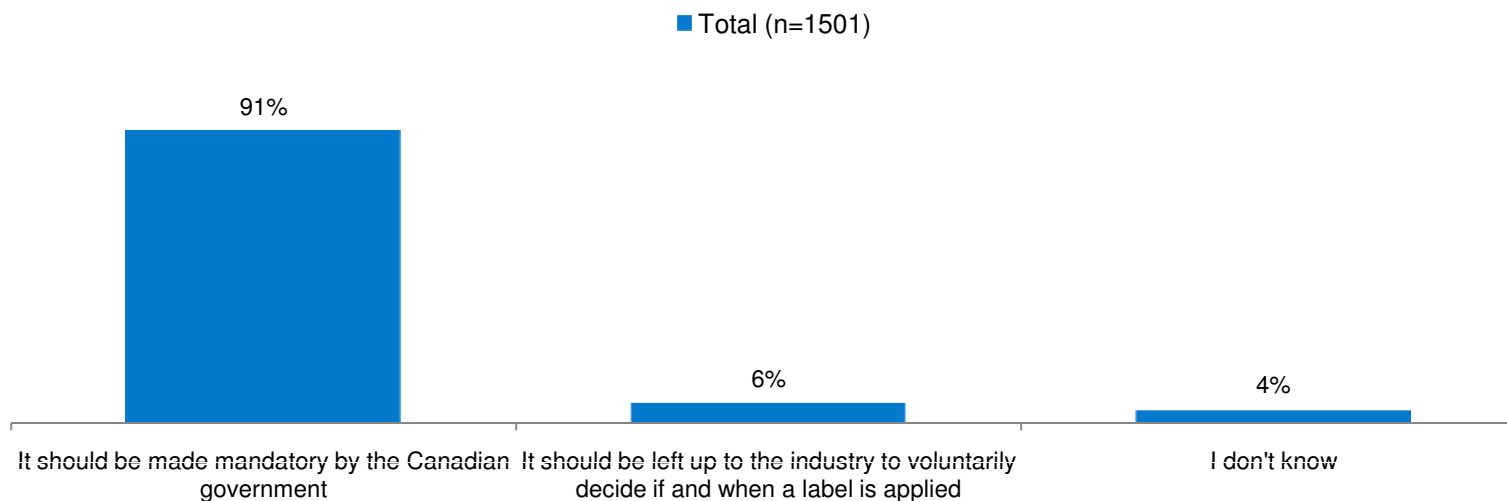
Those who said YES are mostly:

- ▶ Men (18%)
- ▶ Respondents 18 to 24 years of age (21%) and 25-34 years of age (20%)
- ▶ Manual workers (26%)

Those who said NO are mostly:

- ▶ Women (13%)
- ▶ English-speaking respondents (11%)
- ▶ Residents from the Rest of Canada (10%)
- ▶ Respondents whose gross annual household income is \$40K or less (13%)
- ▶ Homemakers (22%) and respondents who are unemployed (19%)
- ▶ Respondents with a primary or secondary level of education (18%)

CP4. Should a genetically modified food label be made mandatory by the Canadian government, or left up to the industry to voluntarily decide if and when a label is applied?



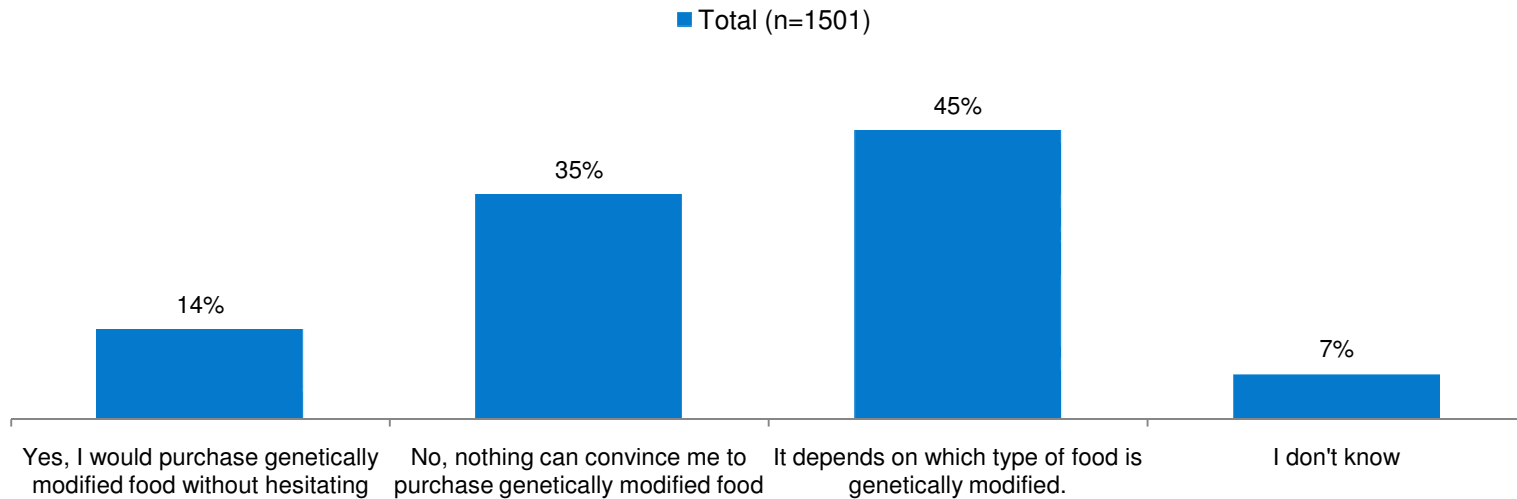
Those who said IT SHOULD BE MADE MANDATORY BY THE CANADIAN GOVERNEMENT are mostly:

- ▶ Women (92%)
- ▶ Respondents 35 to 44 years of age (94%) and 55-64 years of age (94%)
- ▶ French-speaking respondents (94%)
- ▶ Residents of the province of Quebec (94%)
- ▶ Respondents who say that the Canadian government has not provided them with adequate information about genetically modified foods (95%)

Those who said IT SHOULD BE LEFT UP TO THE INDUSTRY TO VOLUNTARILY DECIDE are mostly:

- ▶ Men (9%)
- ▶ Manual workers (11%)
- ▶ Respondents who say that the Canadian government has provided them with adequate information about genetically modified foods (20%)

CP5. If genetically modified food were clearly identified with a label containing all of the necessary information, would you purchase this type of food?



Those who said YES are mostly:

- ▶ Men (21%)
- ▶ English-speaking respondents (15%)
- ▶ Respondents whose gross annual household income is \$100K or higher (21%)
- ▶ Manual workers (25%)
- ▶ Respondents who say that the Canadian government has provided them with adequate information about genetically modified foods (46%)

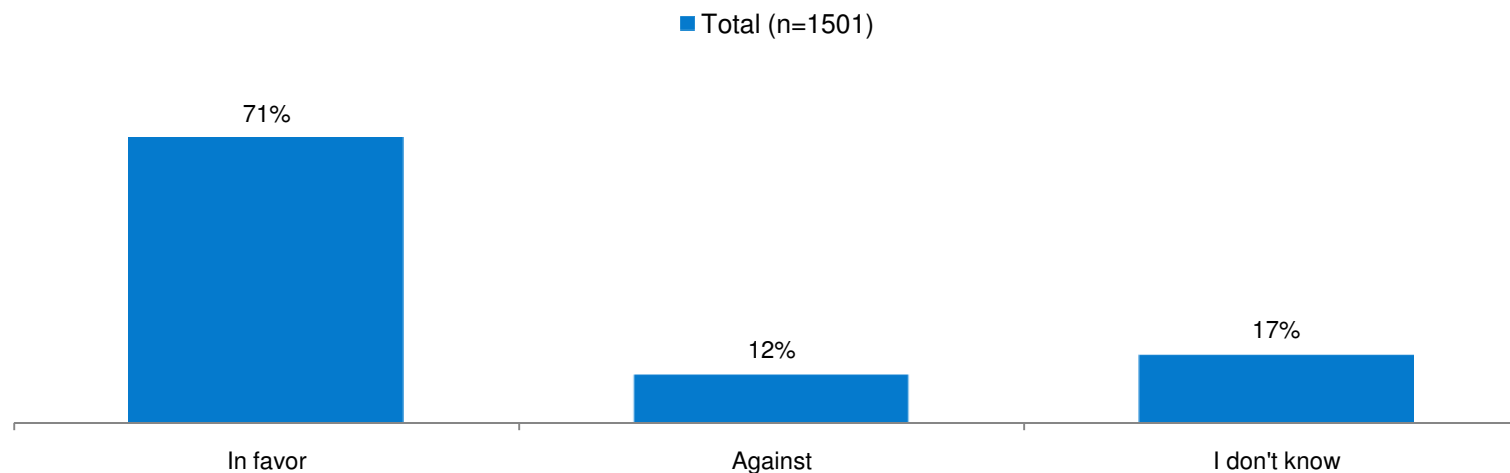
Those who said NO are mostly:

- ▶ Women (42%)
- ▶ French-speaking respondents (42%)
- ▶ Residents of the province of Quebec (40%)
- ▶ Respondents who say that the Canadian government has not provided them with adequate information about genetically modified foods (39%)

Those who said IT DEPENDS are mostly:

- ▶ Respondents 18 to 24 years of age (62%) and 25-34 years of age (52%)
- ▶ Respondents whose gross annual household income is between \$60K and \$79K (55%)
- ▶ Students (65%)

CP6. Are you in favor or against the idea of having a special category of basic food products (e.g. milk, apples, pablum, fruits and vegetables) that should NOT be genetically engineered or be free of genetically engineered contents?



Those who are IN FAVOR are mostly:

- ▶ French-speaking respondents (79%)
- ▶ Residents of the province of Quebec (79%)
- ▶ Respondents whose gross annual household income is between \$40K and \$59K (76%)
- ▶ Respondents who work in Office/Services/Sales (76%)
- ▶ Respondents with a college level of education (77%)
- ▶ Respondents who say that the Canadian government has not provided them with adequate information about genetically modified foods (74%)

Those who are AGAINST are mostly:

- ▶ Men (15%)
- ▶ Residents from the Rest of Canada (13%)
- ▶ Professionals (15%)
- ▶ Respondents with a university level of education (15%)
- ▶ Respondents who say that the Canadian government has provided them with adequate information about genetically modified foods (26%)



PROFILE OF RESPONDENTS

Profile of Respondents (Weighted Results)

Base: All respondents	Total
n=	1501
GENDER	
Male	48%
Female	52%
AGE	
18-24 years old	12%
25-34 years old	16%
35-44 years old	19%
45-54 years old	20%
55-64 years old	15%
65 years old and older	18%
EDUCATION	
Primary/Secondary	34%
College	29%
University	37%
REGION	
Maritimes	7%
Québec	24%
Ontario	39%
Prairies	7%
Alberta	10%
British Columbia	13%
CHILDREN	
Yes	33%
No	67%

Base: All respondents	Total
n=	1501
OCCUPATION	
Service/Sales/Office	21%
Manual worker	7%
Professional	25%
Homemaker	7%
Student	8%
Retired	23%
Unemployed	3%
INCOME	
-\$40K	22%
\$40K-\$59K	19%
\$60K-\$79K	16%
\$80K-\$99K	10%
\$100K or more	18%
Refusal	16%
LANGUAGE	
French	22%
English	58%
Other	20%

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