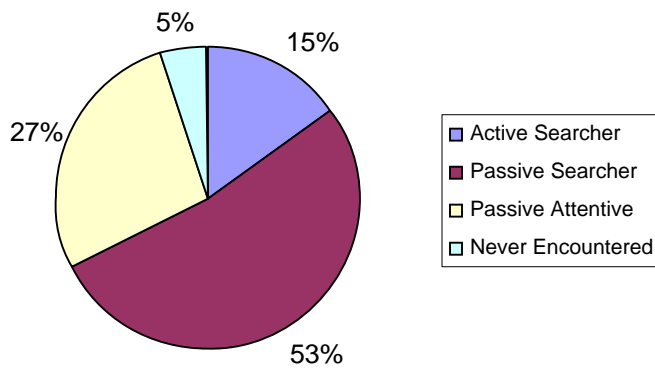


Analysis and Results

GE Information Searching and Label Reading

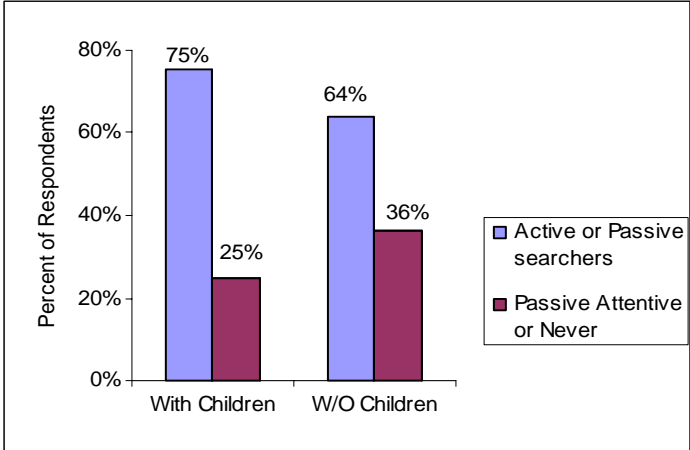
Figure 1: Type of Information Searcher



N=422

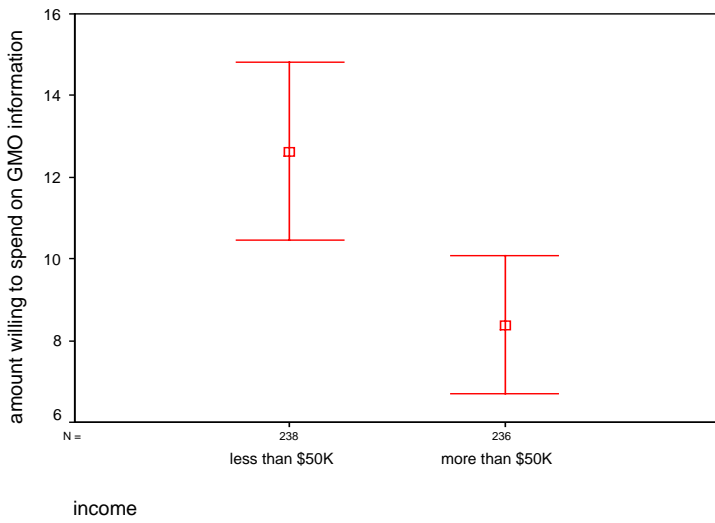
Source: Center for Rural Studies, UVM, 2004 Vermonter Poll.

Figure 2: Relationship between type of information searcher and family type (n=406, significance = 0.018)



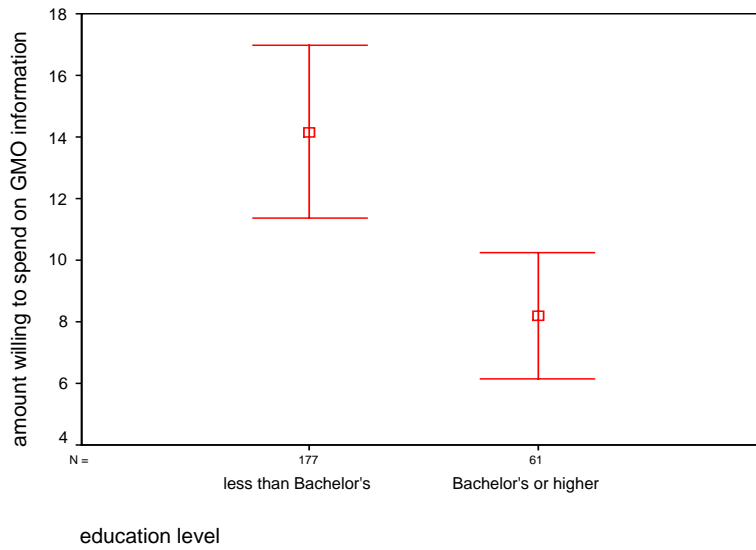
Source: Center for Rural Studies, UVM, 2004 Vermonter Poll.

Figure 3: Amount willing to spend on GMO info and income (n=474, significance= 0.011)



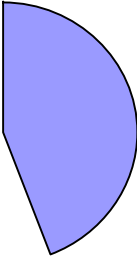
Source: Center for Rural Studies, UVM, 2004 Vermonter Poll.

Figure 4: Relationship between the amount willing to spend on GMO info and education for those earning \$50,000 or less (n=238, significance = 0.005)



Source: Center for Rural Studies, UVM, 2004 Vermonter Poll

Figure 5: Willingness to Pay More for Products with Specific Labels (n=584)



A majority of Vermonters would be willing to pay more for a product if its label contained information on genetic engineering.

The great majority of Vermonters were supportive or very supportive of labeling genetically engineered seeds for farmers

Authors:

For more information about this report, contact:

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