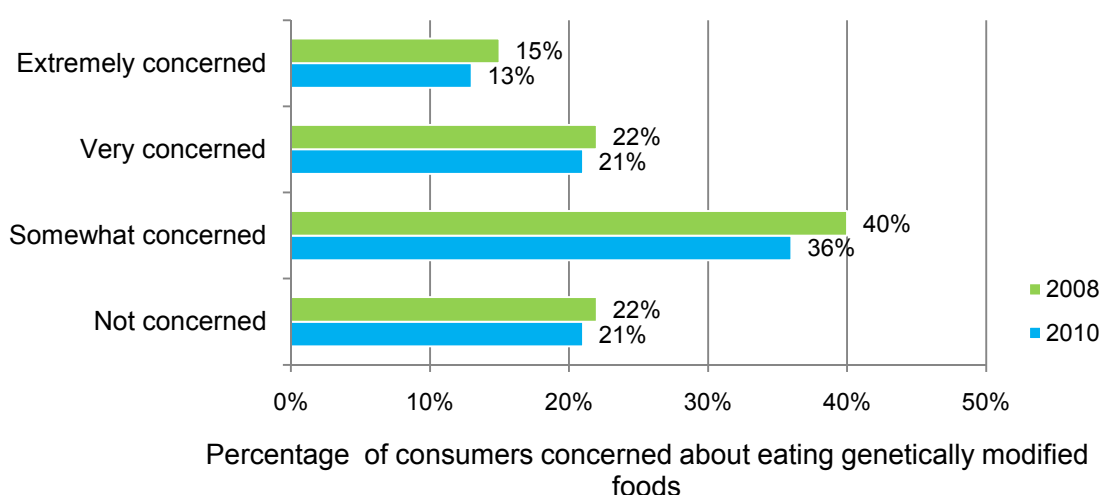




Deloitte 2010 Food Survey

Genetically Modified Foods

More than a third of consumers are very or extremely concerned about eating genetically modified foods, down 3 percent from 2008.



Nearly four out of ten females are very or extremely concerned about eating genetically modified foods compared to nearly three out of ten males.

The percentage of consumers concerned about eating genetically modified foods by gender:	Female	Male
Extremely concerned	16 %	10%
Very concerned	23%	19%
Somewhat concerned	36%	36%
Not concerned	16%	27%

About the Survey

The survey was commissioned by Deloitte and conducted online by an independent research company between March 22 and March 24, 2010. The survey polled a nationally representative sample of 1,102 consumers. The survey has a margin of error of +/- three percentage points.

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