Consumer awareness and concern about GMOs are growing. While most consumers have at least heard of GMOs, there is much confusion around what they are, what foods GMOs are in and the pros and cons of GMOs.

- 52% of consumers say they understand what GMOs are
- Less than one-third of consumers (30%) say they know which crops are most likely to use GMO
- Only 28% of consumers say they know which products have GMO ingredients

Avoiding GMOs?

Four out of ten consumers today are avoiding or reducing GMOs in their daily diet. Organic users (47%) are more likely than non-organic users (20%) to avoid/reduce GMOs in their daily diet.

Why?

- I don’t know enough about them: 27%
- I’m concerned about their possible impact on the environment: 33%
- I don’t want to support companies that use GMOs: 40%
- I want to know exactly what goes into the food I eat: 48%
- I’m concerned about their possible impact on my personal health and well-being: 71%

Compared to a year ago, percentage of consumers buying more...

- 29% local products
- 28% organic products
- 25% natural products
- 23% non-GMO products

57% of consumers are not aware of the Non-GMO seal


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