



Report

Perceptions regarding mandatory GMO labelling

Omniweb Canada

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Project: 16179-002



Context and methodology

Context and Objective	For nearly 30 years, the issue of mandatory labelling for genetically modified organisms (GMOs) has been a topic of discussion in Canada. While several countries around the world have adopted regulations requiring such labelling, Quebec and Canada have yet to implement a similar measure.
	In a context where the debate around food transparency and the labelling of products containing GMOs remains relevant, the non-profit organization, Vigilance OGM commissioned Léger to conduct a study among the Canadian population to assess perceptions of this labelling measure.
How	To achieve the research objective, an Omnibus Web survey was conducted among Canadians.
Who	The survey was conducted among a representative sample of 1,606 French- or English-speaking Canadians, aged 18 or older.
When	Data collection took place from October 3 to October 5, 2025.
Weighting	The total results were weighted by age, province, gender, mother tongue, education, and the presence of a child in the household to ensure a sample representative of the target population.

NOTES TO READERS

ROUNDING

Numbers in this report have been rounded out, but the numbers before rounding were used to calculate the sums presented. Therefore, these sums might not correspond to the manual addition of the rounded numbers.

SIGNIFICANT DIFFERENCES

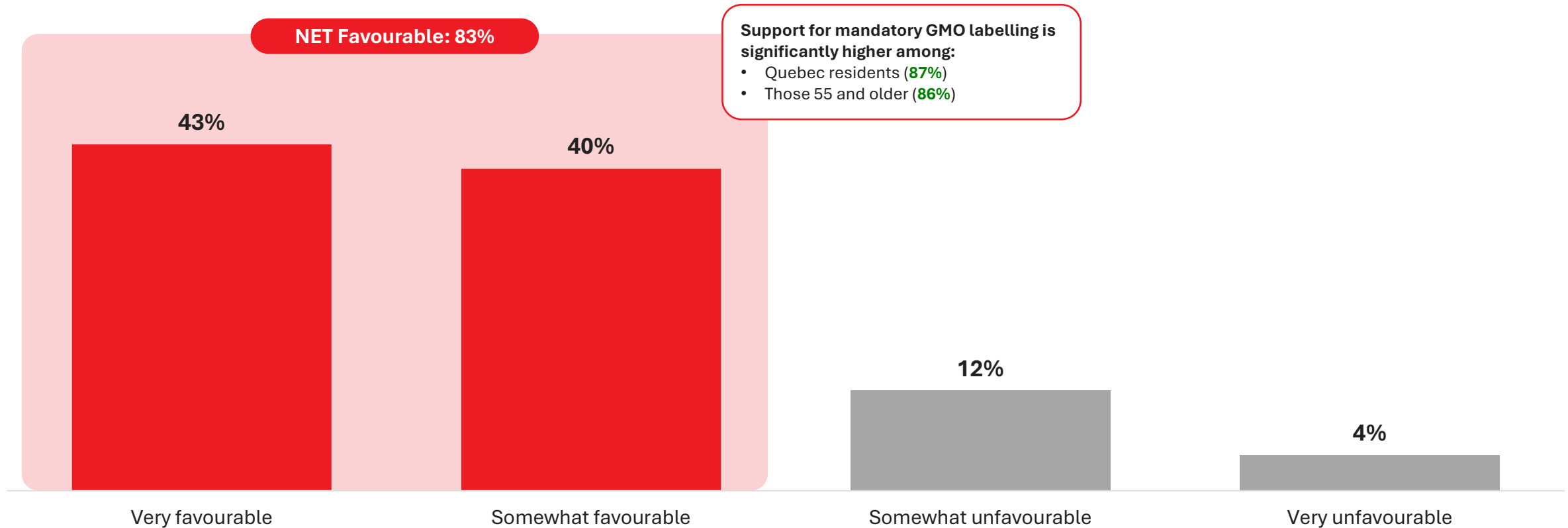
*Percentages in **bold green** indicate a statistically **higher proportion** than other respondents. Percentages in **bold red** indicate a statistically **lower proportion** than other respondents.*

Perception of mandatory GMO labelling

Q1. To what extent are you favourable to mandatory labelling of genetically modified foods (GMOs)?

Base: All respondents (n=1,606)

83% of Canadians say they are in favour of mandatory labelling for genetically modified (GMO) foods. This proportion is significantly higher among Quebecers (87%) and Canadians aged 55 and older (86%).



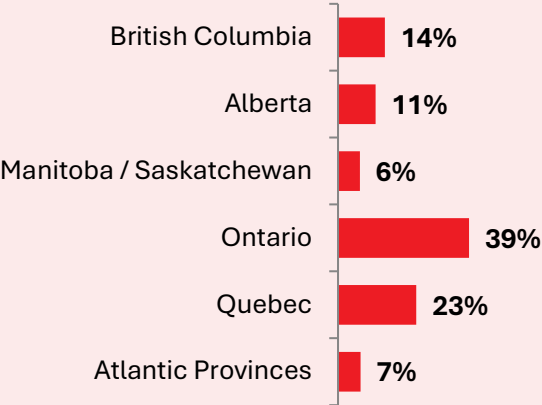
Sociodemographic profiles

Base: All respondents (n=1,606)

Gender



Provinces



Education

Elementary / High school	31%
College	38%
University	31%

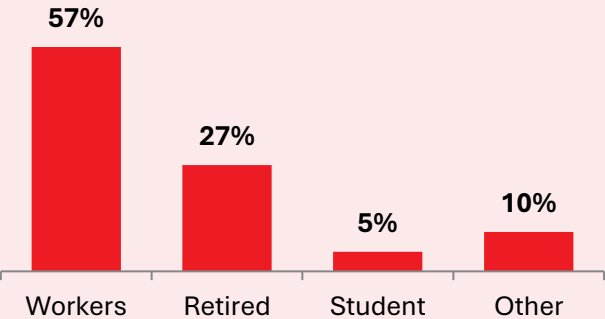
Child(ren) in the household

Yes	27%
No	73%

Family income

\$39,999 or less	21%
\$40,000 - \$59,999	16%
\$60,000 - \$79,999	14%
\$80,000 - \$99 999	13%
\$100,000 or more	30%

Occupation



Age

18 to 34 years old	27%
35 to 54 years old	32%
55 years old and over	41%

Note: The remaining percentage points correspond to the proportion of refusals to answer.



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