

Appendix Table 1. Estimation results of consumers' perceptions on GM food safety for consumption in 2002 and 2003, Multinomial Logit model.

	Consumers' perceptions on GM food safety		
	unsafe/safe	unsafe/no idea	safe/no idea
<i>D_{it}</i> (survey time):			
2003a	1.377 (0.296)	1.174 (0.245)	0.853 (0.130)
2003b	0.991 (0.180)	1.006 (0.178)	1.015 (0.124)
Respondent's characteristics			
Age	0.990 (0.00866)	0.979** (0.00822)	0.989 (0.00671)
Gender	0.665** (0.112)	0.923 (0.154)	1.388*** (0.158)
Education level:			
Senior high school	1.246 (0.253)	1.806*** (0.356)	1.449*** (0.190)
≥College	1.421 (0.320)	2.089*** (0.458)	1.470** (0.226)
CCP member	1.427* (0.261)	1.340* (0.239)	0.939 (0.117)
Worked in			
Government agencies	0.856 (0.177)	1.012 (0.206)	1.182 (0.176)
Retired	0.903 (0.235)	1.404 (0.355)	1.554** (0.295)
Others	0.833 (0.223)	1.171 (0.310)	1.406* (0.257)
Household's characteristics			
Monthly per capita income	1.111 (0.131)	1.083 (0.126)	0.975 (0.0961)
Family experienced food allergy			
Medium city	1.267 (0.296)	1.386 (0.318)	1.094 (0.188)
Big city	1.252 (0.274)	2.053*** (0.439)	1.640*** (0.230)
Constant	1.697** (0.359)	2.031*** (0.412)	1.197 (0.166)
	0.331*** (0.137)	0.208*** (0.0830)	0.629 (0.199)
R ²	0.0254	0.0254	0.0254
Samples	1,666	1,666	1,666

Note: * significant at 10%, **significant at 5%, and *** significant at 1%.

Appendix Table 2. Estimation results of consumers' perceptions on GM food safety for consumption in 2010 and 2012, Multinomial Logit model.

	Consumers' perceptions on GM food safety		
	unsafe/safe	unsafe/no idea	safe/no idea
D_{it} (survey time):			
2012	8.608*** (2.136)	4.520*** (0.965)	0.525*** (0.103)
Respondent's characteristics			
Age	1.003 (0.0103)	0.993 (0.00755)	0.990 (0.00951)
Gender	0.742* (0.130)	1.009 (0.138)	1.360* (0.218)
Education level			
Senior high school	1.511** (0.303)	1.179 (0.181)	0.780 (0.145)
≥College	2.063*** (0.539)	1.566** (0.315)	0.759 (0.183)
CCP member	0.841 (0.153)	1.186 (0.172)	1.411** (0.243)
Worked in			
Government	0.981 (0.230)	1.007 (0.174)	1.026 (0.229)
Retired	0.731 (0.210)	0.832 (0.177)	1.139 (0.299)
Others	0.811 (0.225)	0.787 (0.166)	0.970 (0.245)
Household's characteristics			
Monthly per capita income	0.116 (0.617)	1.247 (8.058)	10.72 (76.16)
Family experienced food allergy	2.282*** (0.675)	1.241 (0.259)	0.544** (0.149)
Medium city	1.060 (0.222)	0.887 (0.147)	0.836 (0.158)
Big city	2.785*** (0.984)	1.472 (0.428)	0.528** (0.161)
Constant	0.323** (0.161)	0.327*** (0.128)	1.012 (0.465)
R ²	0.0594	0.0594	0.0594
Samples	1431	1431	1431

Note: * significant at 10%, **significant at 5%, and *** significant at 1%.

Appendix Table 3. Self-stated awareness of GM food and consumers' perceptions on GM food safety (%).

Have you heard of GM food?	Percentage of sample	Perceptions on GM safety		
		Unsafe	Safe	No idea
2002				
Never heard	33	10	25	66
Heard	67	14	43	43
2003				
Never heard	35	10	36	53
Heard	65	19	34	47
2010				
Never heard	19	5	33	62
Heard	81	21	28	51
2012				
Never heard	20	29	17	54
Heard	80	49	12	39