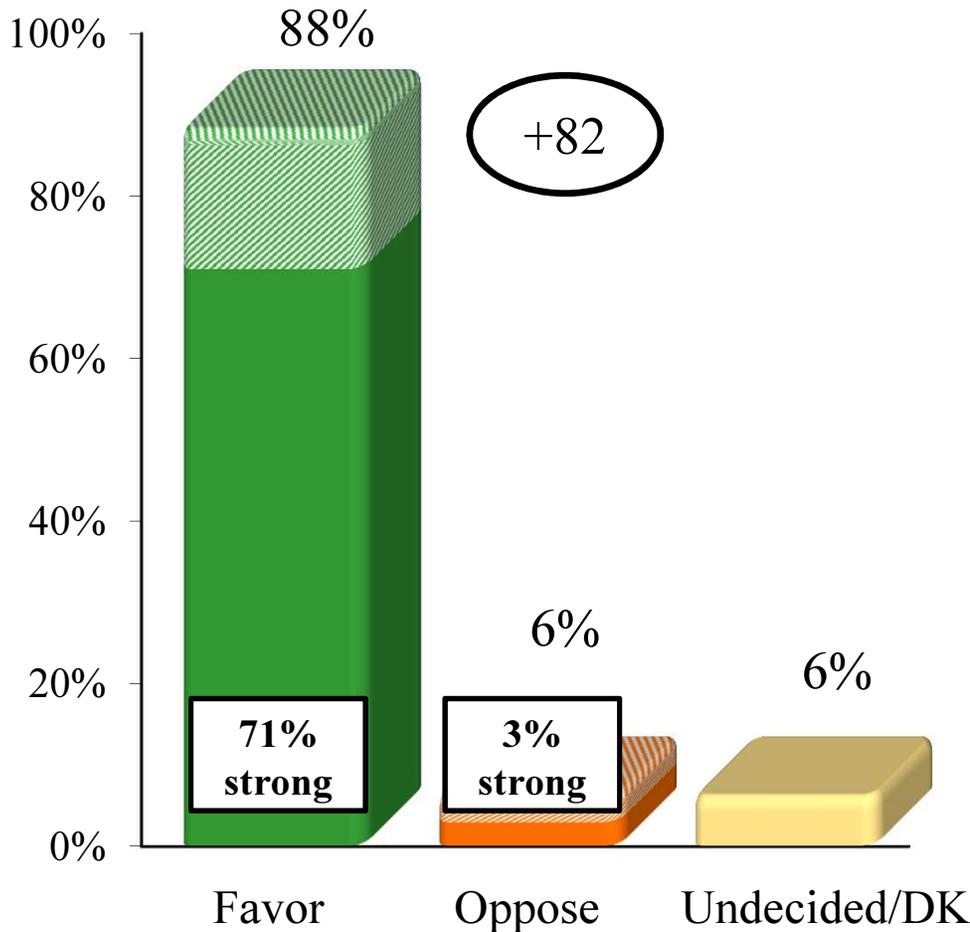




Support For Requiring Labels On GMO Foods Is Overwhelming Across All Segments

Would you favor or oppose requiring labels for foods that have been genetically modified or contain genetically modified ingredients?



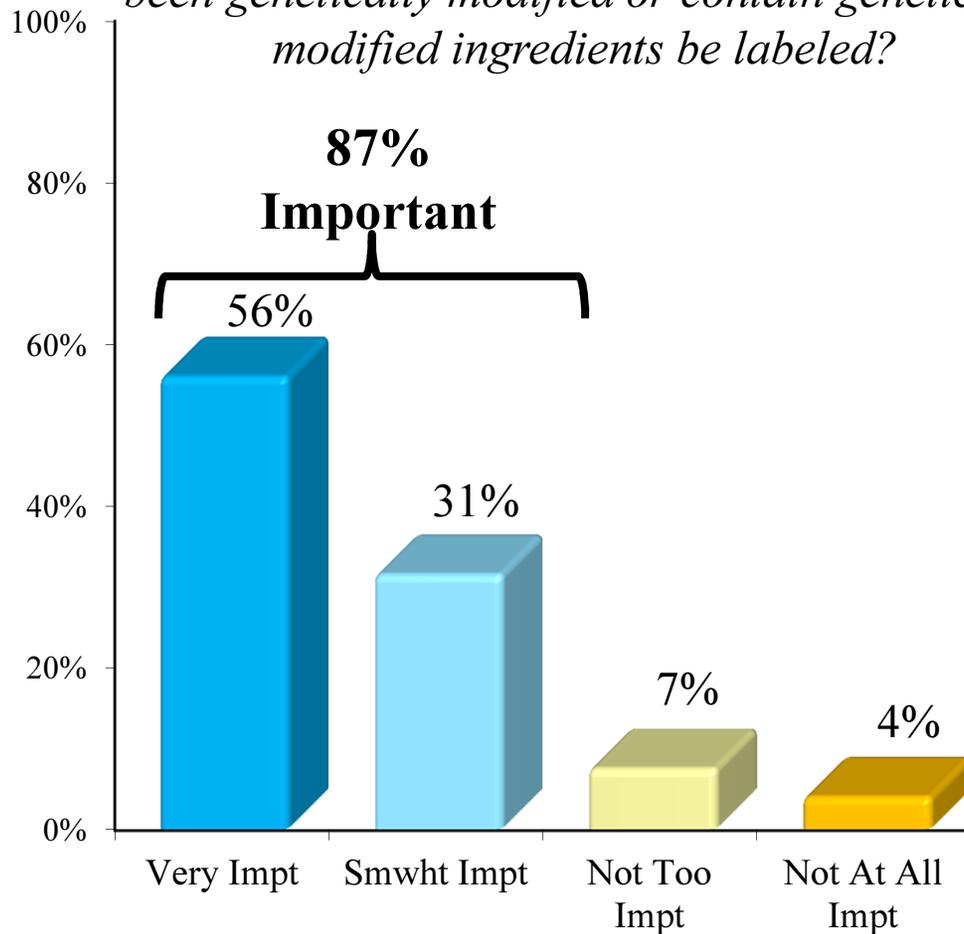
By Key Group	Favor	Oppose
Democrat ID	93%	3%
Independent ID	86%	7%
Republican ID	86%	9%
Moms	91%	3%
Dads	90%	7%
Young Women	85%	8%
Young Men	92%	4%
Older Women	92%	4%
Older Men	82%	9%
HS or Less	87%	6%
Some College	90%	6%
College+	88%	6%
Upper Middle	79%	13%
College Middle	92%	3%
Non-Coll Middle	90%	5%
Working/Lower	89%	7%
White	87%	7%
Black	89%	3%
Hispanic	94%	2%
Northeast	90%	4%
Midwest	88%	6%
South	90%	5%
West	84%	9%
Referendum States	87%	11%
Heard About GMOs	87%	8%
Not Heard	90%	3%
Primary Groc Shopper	89%	6%





Nearly Nine-In-Ten Believe Labels Are Important, And A Majority Believe They Are Very Much So

How important is it to you that foods which have been genetically modified or contain genetically modified ingredients be labeled?



By Key Group	Important	Not Imp
Democrat ID	90%	9%
Independent ID	85%	12%
Republican ID	85%	13%
Moms	91%	9%
Dads	88%	12%
Young Women	85%	15%
Young Men	90%	9%
Older Women	91%	5%
Older Men	79%	19%
HS or Less	87%	12%
Some College	89%	8%
College+	86%	13%
Upper Middle	83%	17%
College Middle	88%	12%
Non-Coll Middle	87%	9%
Working/Lower	89%	9%
White	86%	13%
Black	87%	12%
Hispanic	91%	8%
Northeast	82%	18%
Midwest	85%	10%
South	92%	7%
West	86%	14%
Referendum States	87%	12%
Heard About GMOs	87%	13%
Not Heard	88%	9%
Primary Groc Shopper	87%	12%

Split sample



THE MELLMAN GROUP

RESEARCH
BASED
STRATEGY