



THE  
**MELLMAN**  
Group  
RESEARCH  
BASED  
STRATEGY

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# Presentation Of Findings From A Nationwide Survey Of 1000 Voters

## March 2012



THE **MELLMAN** Group

RESEARCH  
BASED  
STRATEGY

# Key Findings

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- **Voters Express Unfavorable Views Of GE And GMO Foods, While Organics Are Viewed Quite Positively**
- **Americans Believe GE Foods Are Different From Others And Harbor Real Doubts About Their Safety**
- **Voters Say They Are Willing To Pay More For Non-GE Foods**
- **Americans Want Tighter Restrictions On GE Foods**
- **Voters Overwhelmingly Support Labeling**
- **Opposition To GE Salmon Is Widespread**
- **Support For Labeling Is Robust As Arguments Against It Have Little Sway**



# Key Findings Cont.

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- **Though All Messages Are Strong, Right To Know Is Most Convincing**
- **Physicians, Mothers, And Friends/Family Are The Most Trusted**
- **Voters Are Willing To Take Action, Especially If It Is Easy**



# Methodology

**FOR  
CONSUMERS**

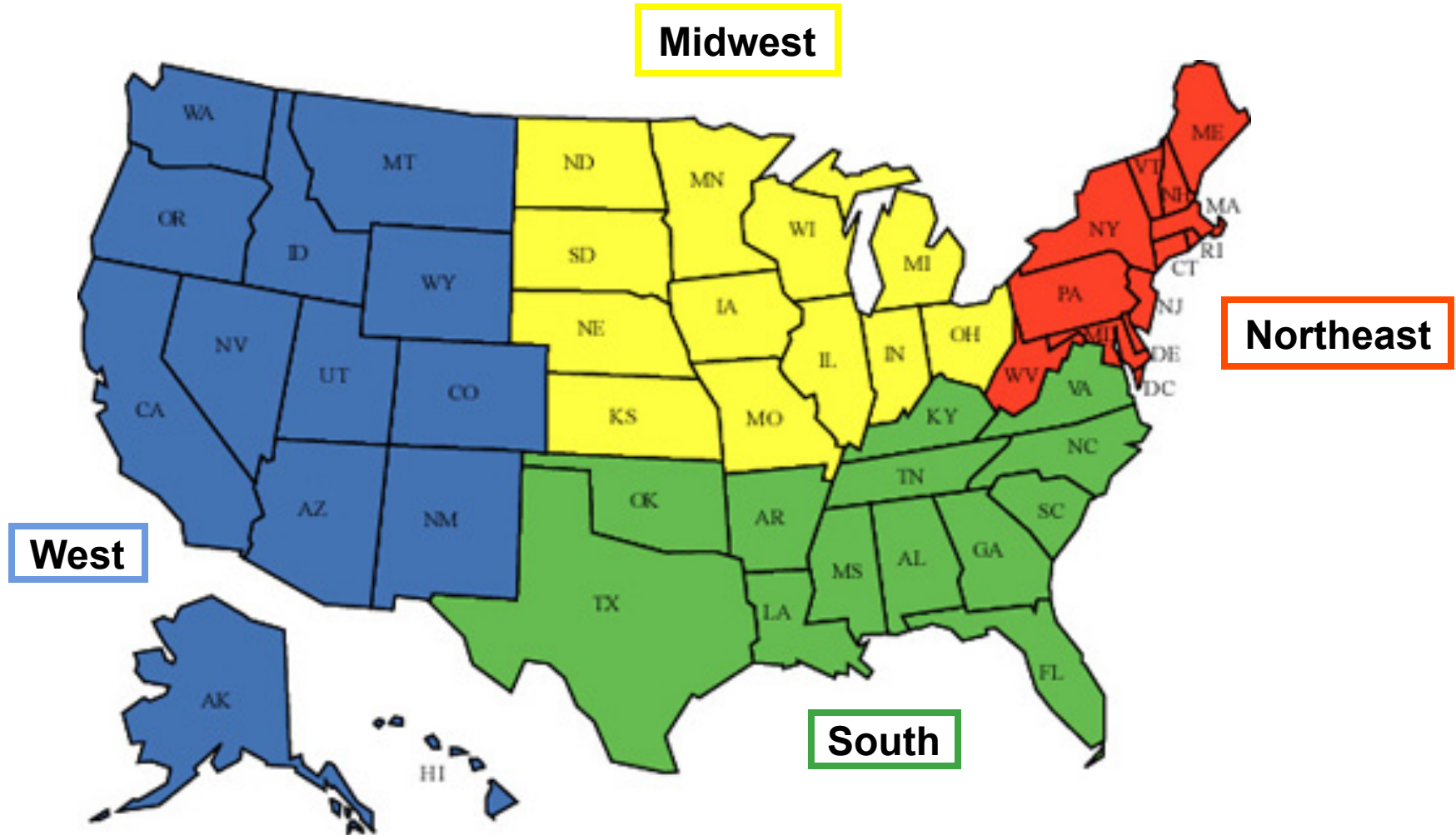
- Conducted January 3-5<sup>th</sup>, 2012 In San Francisco, Denver, and Massachusetts
- One Group Of Regular Organic Consumers And One Group Of Others In Each Locale

**POLL**

- 1000 Likely 2012 General Election Voters Nationally W/Oversample of Women
- Interviews Conducted February 14-19, 2012
- Margin Of Error +/- 3.1% Overall, Higher For Subgroups



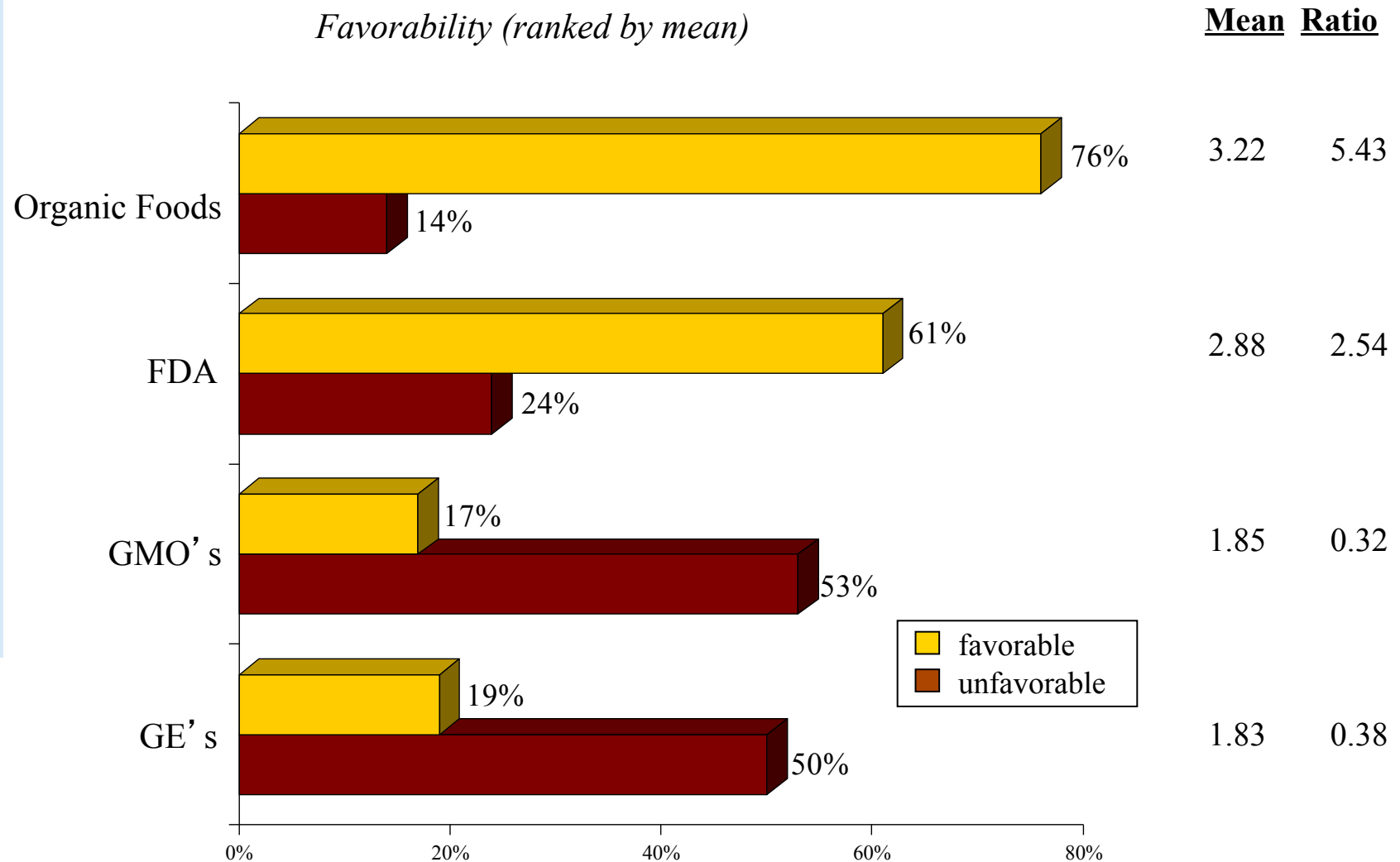
# Definitions Of Census Regions



A hand is holding a blue plastic basket filled with various green vegetables, including long beans and leafy greens. In the background, a green sign with the word "ORGANIC" in large, white, outlined letters is visible. The sign has a small red and white logo above the letter 'S'.

**Voters Express Unfavorable Views Of  
GE And GMO Foods, While Organics  
Are Viewed Quite Positively**

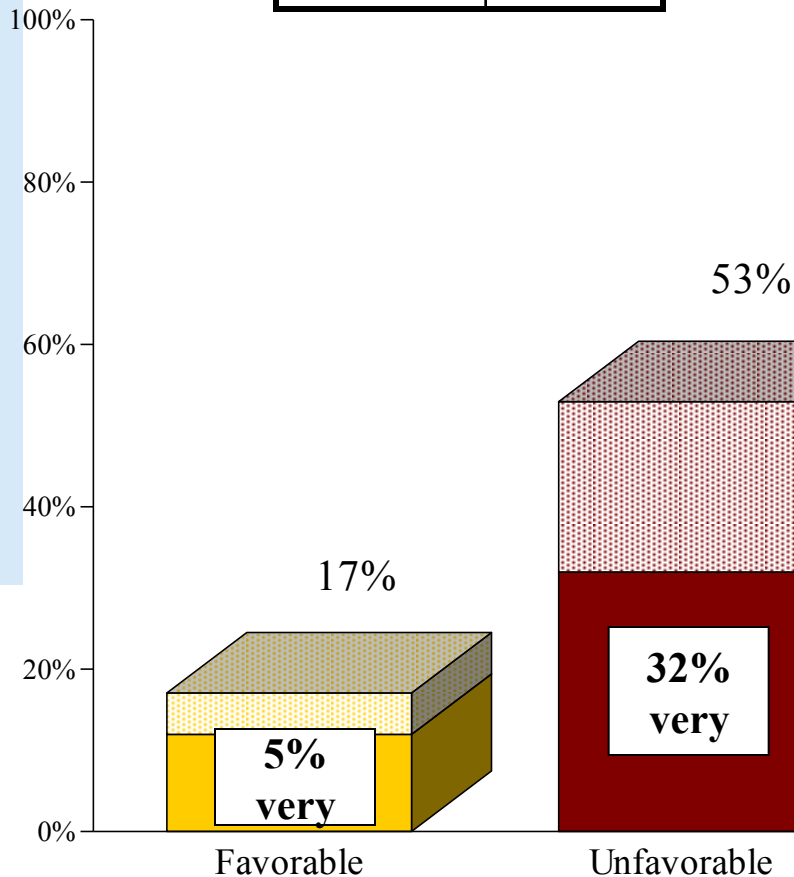
# Organic Foods Are Viewed Quite Favorably While Voters Express Unfavorable Views Of GMO's And GE Foods



# The Terms GMO And GE Foods Elicit Equally Negative Reponses

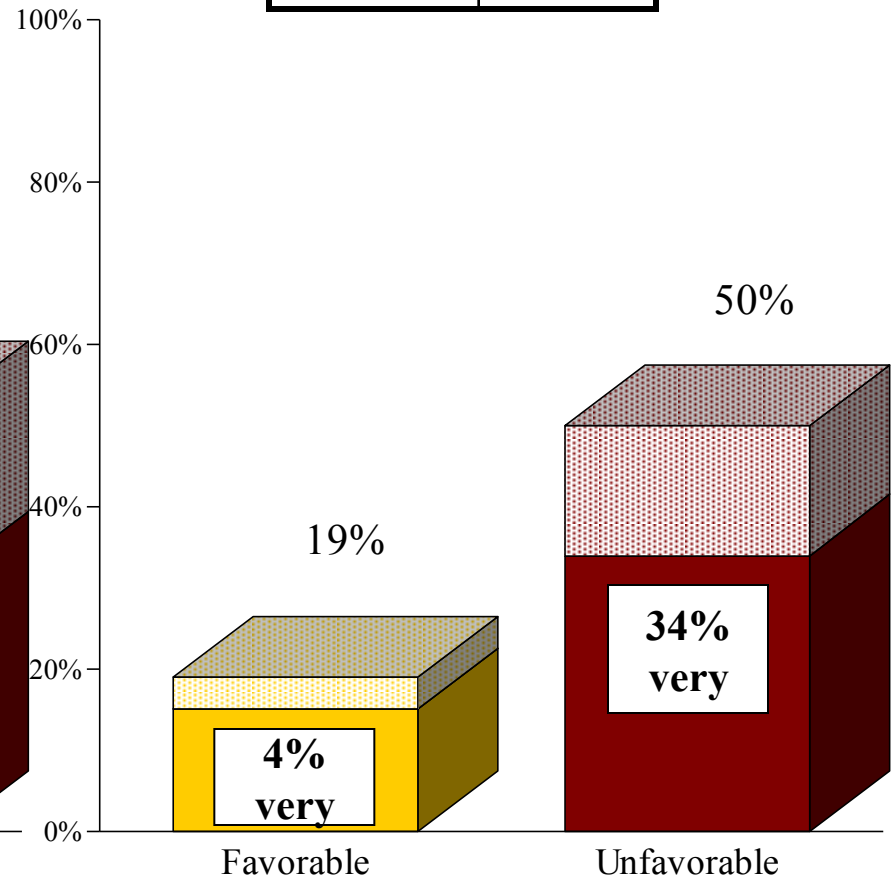
*GMO's*

Mean	Ratio
1.85	0.32



*GE Foods*

Mean	Ratio
1.83	0.38





# However In Focus Groups, Participants Felt GE Foods Were More Frightening

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*“Modified sounds maybe it is just slightly something was done. Engineered sounds like they really got in there and messed with the whole thing.” – Organic Colorado Male*

*“Engineered. It sounds like they are just mixing a whole bunch of stuff. Modified sounds more like they are taking something and just improving it.” – Non-Organic California Male*

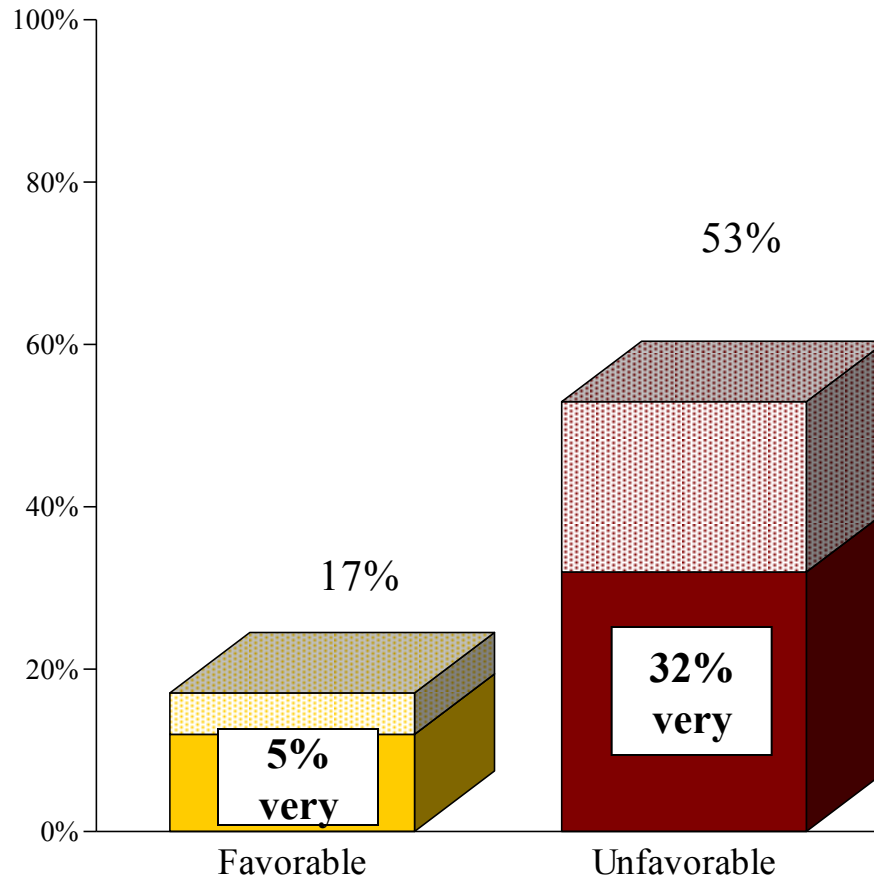
*“Modified sounds like you have something and you just tweak it a little bit. Genetically engineering you start from the ground up and you are building something. It seems like there are more things that can go wrong when something is started from the ground up versus something that is already there and you just tweaked it a little bit.” – Non-Organic Colorado Male*



# GMO's Are Seen Unfavorably Across All Parts Of The Electorate

*GMO's*

Mean	Ratio
1.85	0.32

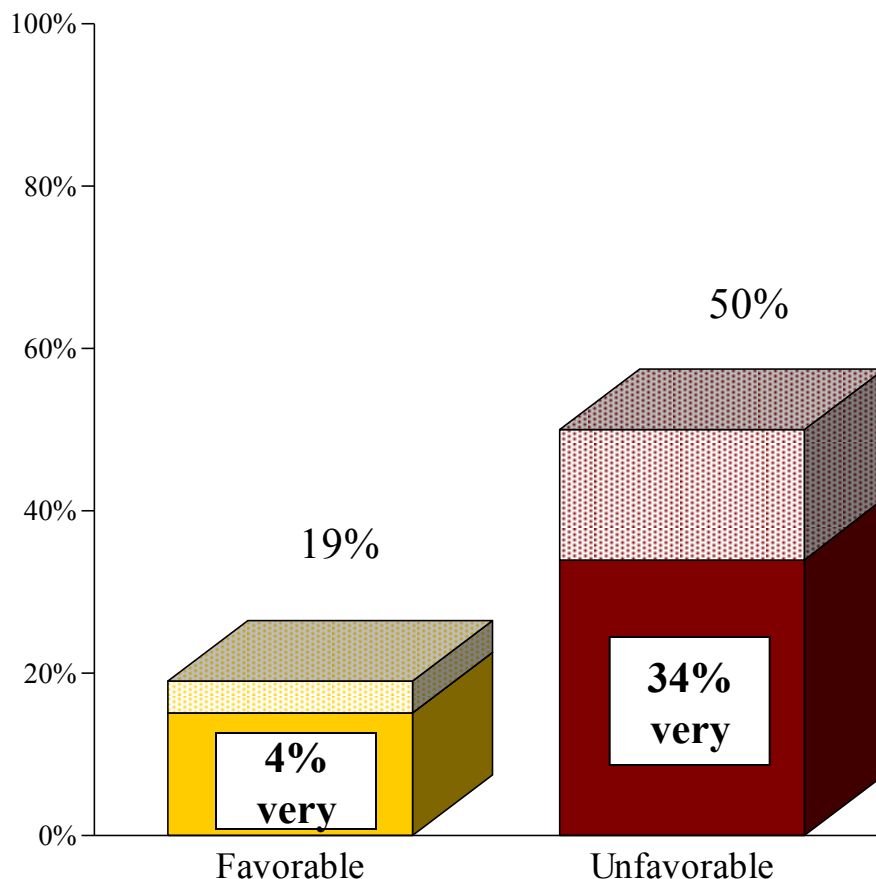


	Favorable	Unfav
Democrat ID	12%	54%
Independent ID	16%	48%
Republican ID	22%	55%
Moms	18%	47%
Dads	11%	72%
Non-Parents	16%	56%
Young Women	16%	57%
Young Men	17%	59%
Older Women	10%	52%
Older Men	22%	42%
HS or Less	11%	49%
Some College	15%	54%
College+	21%	53%
Upper Middle	25%	54%
College Middle	22%	52%
Non-Coll Middle	15%	53%
Working/Lower	9%	53%
Northeast	15%	51%
Midwest	12%	55%
South	18%	52%
West	20%	53%
Heard About GE Food	15%	61%
Not Heard	28%	59%
Political Leader	24%	49%
Nutrition Leader	23%	49%
Primary Groc Shopper	14%	53%
Partly Responsible	19%	54%

# ... As Are GE Foods

## GE Foods

Mean	Ratio
1.83	0.38



	Favorable	Unfav
Democrat ID	18%	52%
Independent ID	18%	48%
Republican ID	20%	51%
Moms	21%	49%
Dads	21%	52%
Non-Parents	11%	55%
Young Women	13%	60%
Young Men	21%	46%
Older Women	21%	51%
Older Men	21%	44%
HS or Less	17%	39%
Some College	19%	52%
College+	19%	56%
Upper Middle	18%	59%
College Middle	22%	55%
Non-Coll Middle	21%	47%
Working/Lower	16%	47%
Northeast	21%	49%
Midwest	16%	54%
South	17%	49%
West	17%	49%
Heard About GE Food	22%	63%
Not Heard	17%	43%
Political Leader	19%	54%
Nutrition Leader	21%	54%
Primary Groc Shopper	15%	54%
Partly Responsible	23%	47%

A close-up, low-angle shot of several glass test tubes in a rack. The tubes are filled with a bright yellow liquid. The background is a soft, out-of-focus grey, suggesting a laboratory setting. The text is overlaid on the middle of the image, enclosed in a blue border.

**Americans Believe GE Foods Are  
Different And Harbor Real  
Doubts About Their Safety**

# Focus Group Participants Found The FDA View That There Is No Important Difference Between GE And Non-GE Foods Preposterous

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*“How can they say that there is no difference between a tomato that has flounder genes in it and a tomato that they just grew? How can you possibly say that, that is just crazy?”* –Non Organic California Female

*“Just because you can’t taste or smell something doesn’t mean there isn’t something bad or wrong with it. If there is no difference in senses, why are you changing it in the first place? Why don’t you just leave it as it is?”* -Organic Massachusetts Female

*“This is embarrassing for our country, seriously. If that is how we defend a decision.”*  
-Non-Organic California Female

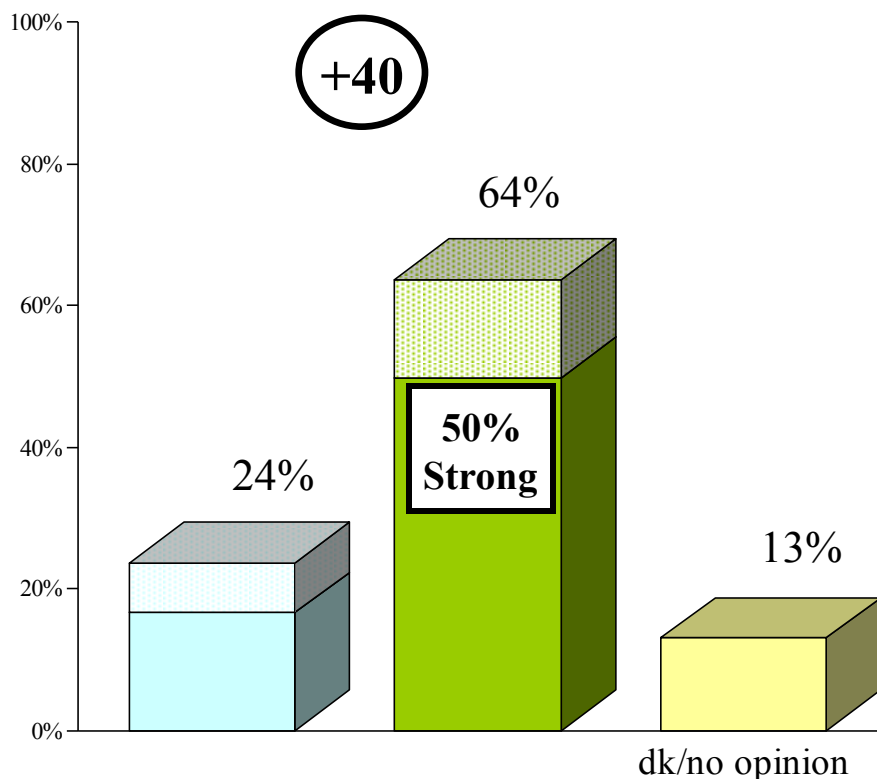
*“It hasn’t been proven, just because it has the FDA approval on it doesn’t mean it is safe, they say it is but a lot of things have been pulled off the shelves that have been approved.”* – Non-Organic Colorado Male



# A Large Majority Sees Important Differences In Food That Has Been Genetically Modified

Which of the following comes closer to your point of view:

- ☐ There is *no* important difference between genetically modified foods and foods that have not been genetically modified.
- ☒ There *is* an important difference between genetically modified foods and foods that have not been genetically modified.



	No Dif	Dif
Democrat ID	23%	63%
Independent ID	24%	63%
Republican ID	25%	64%
Moms	23%	65%
Dads	25%	60%
Non-Parents	23%	64%
Young Women	20%	69%
Young Men	22%	64%
Older Women	23%	62%
Older Men	30%	58%
HS or Less	24%	55%
Some College	22%	64%
College+	24%	68%
Upper Middle	24%	70%
College Middle	24%	67%
Non-Coll Middle	20%	60%
Working/Lower	27%	62%
Northeast	20%	64%
Midwest	23%	63%
South	23%	67%
West	29%	58%
Heard About GE Food	28%	66%
Not Heard	21%	62%
Political Leader	23%	63%
Nutrition Leader	25%	64%
Primary Groc Shopper	22%	66%
Partly Responsible	27%	60%

# Focus Group Participants Were Suspicious Of GE Food

*“Scared. I just think of the same reasons. I think just to hear genetically engineered food strikes fear in us. Why do we need that?” - Organic Massachusetts Male*

*“It was something constructed in the lab. It was enough to make me not want to eat it just trying to figure out what exactly it was.” - Organic Colorado Male*

*“We don’t know what that’s going to be-- we know that scientifically mutations happen naturally, so when you introduce something like that then what’s coming? ...So that’s what I worry about.” - Organic California Male*

*“You don’t know what is going into that stuff.” - Non-Organic Colorado Male*

*“I feel troubled... Where does it stop? I love Stove Top and that is genetically engineered so you don’t think that is super unhealthy but then when you start thinking of other things, and you hear about all the scientists... You start thinking about all these other things like...it’s troubling. Where in the chain is it going to stop? Are we going to start genetically engineering the chickens even more?” - Organic Massachusetts Male*

*“I feel like that when I eat McDonalds. It’s just not real food.” - Non-Organic California Female*

*“I think about the chickens that get stuck up with steroids and they are not supposed to be good for you and then all these gross, sick, big, ugly chickens. It makes bad chicken.” - Non-Organic Massachusetts Women*



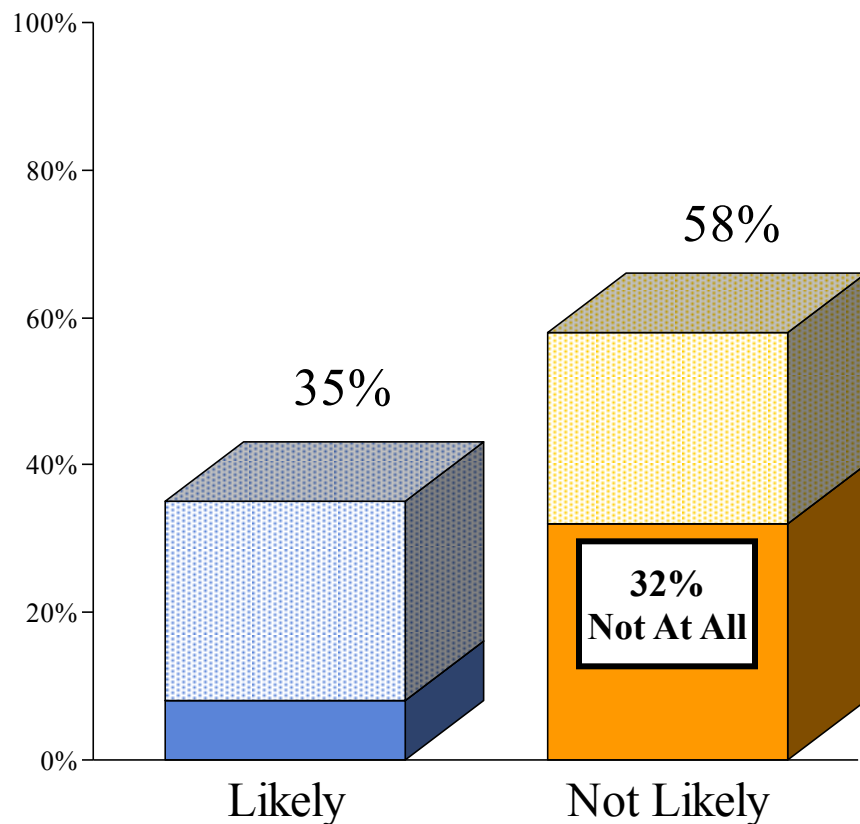






# A Majority Would Not Knowingly Eat GE Food

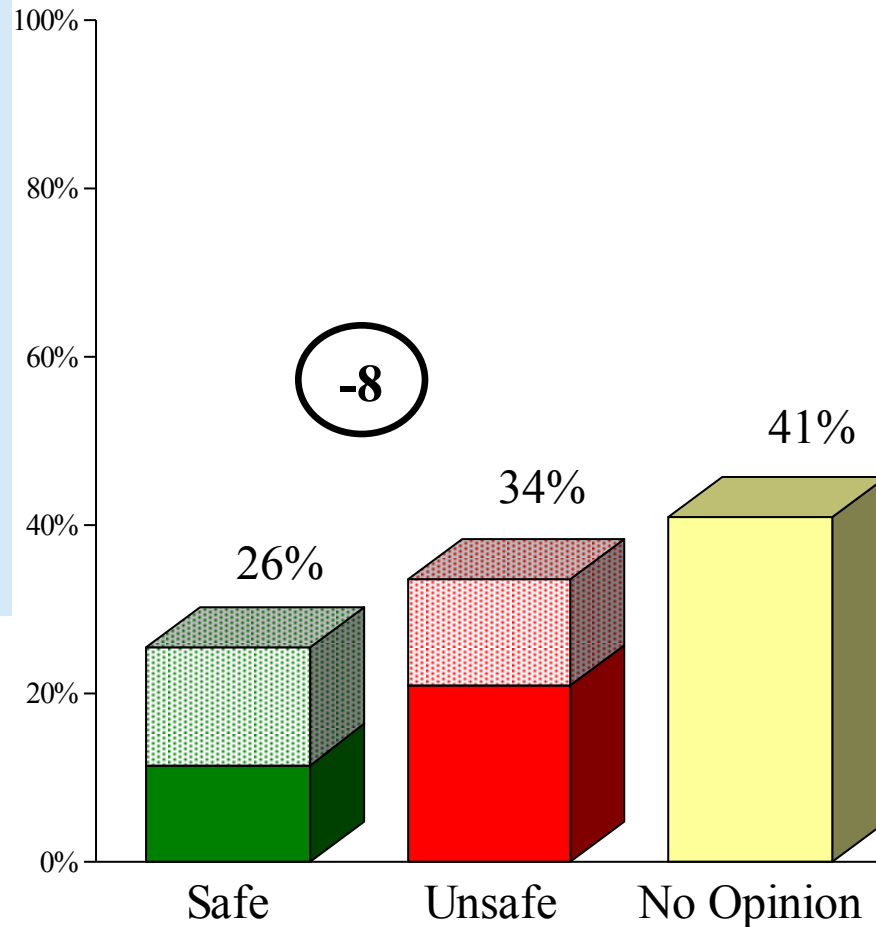
If you knew a food was genetically engineered, how likely would you be to eat that genetically engineered food?



	Likely	Not Likely
Democrat ID	31%	60%
Independent ID	31%	60%
Republican ID	34%	54%
Moms	28%	68%
Dads	38%	54%
Non-Parents	36%	56%
Young Women	32%	63%
Young Men	40%	52%
Older Women	25%	66%
Older Men	42%	50%
HS or Less	33%	57%
Some College	38%	56%
College+	33%	60%
Upper Middle	31%	60%
College Middle	37%	59%
Non-Coll Middle	34%	59%
Working/Lower	36%	57%
Northeast	38%	52%
Midwest	32%	62%
South	34%	59%
West	37%	56%
Heard About GE Food	38%	60%
Not Heard	33%	57%
Political Leader	34%	59%
Nutrition Leader	33%	59%
Primary Groc Shopper	30%	64%
Partly Responsible	39%	54%

# Only A Quarter Think GE Foods Are Safe

*Do you think genetically engineered foods are basically safe, basically unsafe, or don't you have an opinion on this?*

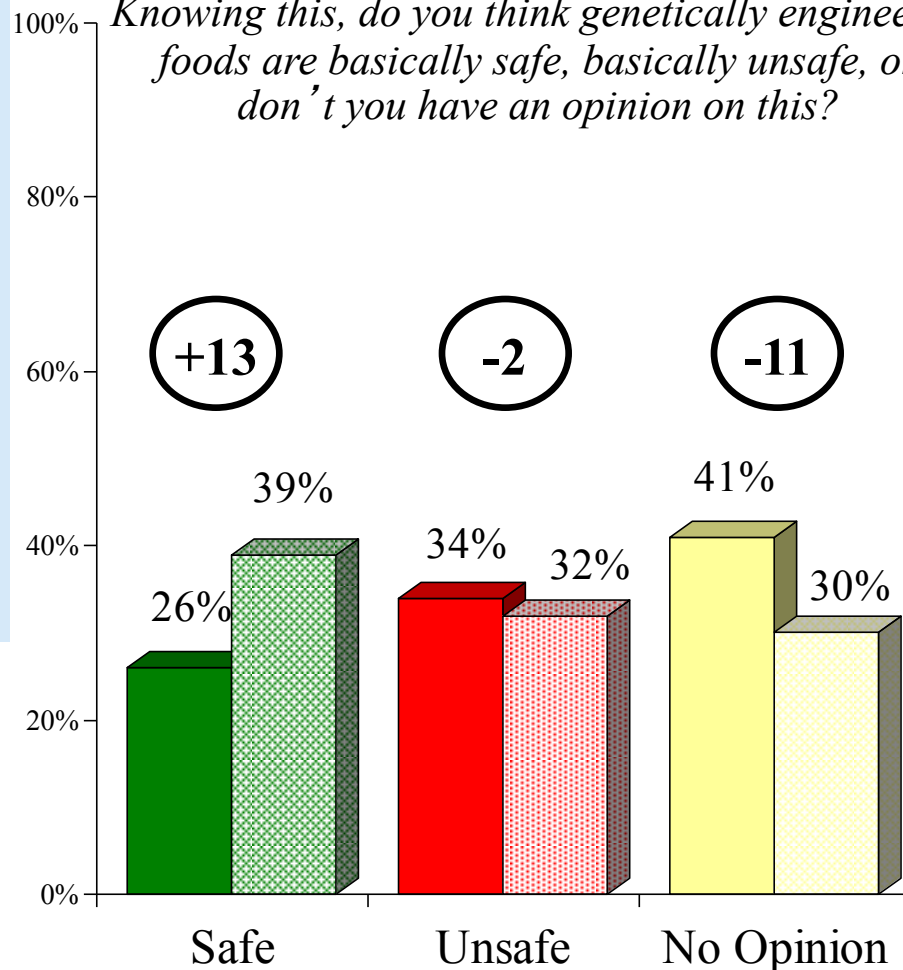


	Safe	Unsafe
Democrat ID	23%	38%
Independent ID	26%	31%
Republican ID	28%	31%
Moms	28%	31%
Dads	25%	29%
Non-Parents	17%	49%
Young Women	24%	44%
Young Men	20%	34%
Older Women	18%	33%
Older Men	41%	22%
HS or Less	18%	26%
Some College	28%	32%
College+	29%	39%
Upper Middle	33%	33%
College Middle	30%	38%
Non-Coll Middle	25%	25%
Working/Lower	18%	39%
Northeast	25%	28%
Midwest	17%	35%
South	28%	34%
West	32%	35%
Heard About GE Food	36%	34%
Not Heard	18%	34%
Political Leader	31%	38%
Nutrition Leader	27%	32%
Primary Groc Shopper	21%	39%
Partly Responsible	32%	28%

*\*Italics indicate split-sample*


# But When Informed Of The Ubiquity Of GE Products, The View That GE's Are Safe Becomes The Plurality View

*As you may know, more than 70% of processed products at the grocery store are produced using some form of genetically engineered ingredients. Knowing this, do you think genetically engineered foods are basically safe, basically unsafe, or don't you have an opinion on this?*



	Diff In Safe	Diff In Unsafe
Democrat ID	+11	-2
Independent ID	+14	+2
Republican ID	+15	-6
Moms	+11	+1
Dads	+21	-4
Non-Parents	+16	-12
Young Women	+11	-3
Young Men	+20	-13
Older Women	+18	=
Older Men	+4	+9
HS or Less	+18	-1
Some College	+13	+2
College+	+10	-6
Upper Middle	+5	-3
College Middle	+10	-5
Non-Coll Middle	+12	+9
Working/Lower	+19	-9
Northeast	+18	-2
Midwest	+19	-1
South	+12	-3
West	+4	=
Heard About GE Food	+2	+10
Not Heard	+22	-10
Political Leader	+6	-4
Nutrition Leader	+12	+10
Primary Groc Shopper	+16	-7
Partly Responsible	+10	+4

*\*Italics indicate split-sample, lighter shading indicates ask with info on % of food*

A background image showing a laboratory setting. In the foreground, several test tubes are held in a rack, containing a bright yellow liquid. In the background, more test tubes are visible, some containing a green liquid. The image is slightly blurred, creating a sense of depth.

# **Voters Say They Are Willing To Pay More For Non-GE Foods**

# Majorities Say They Are Willing To Pay Up To 50% More For Food That Hasn't Been Genetically Engineered

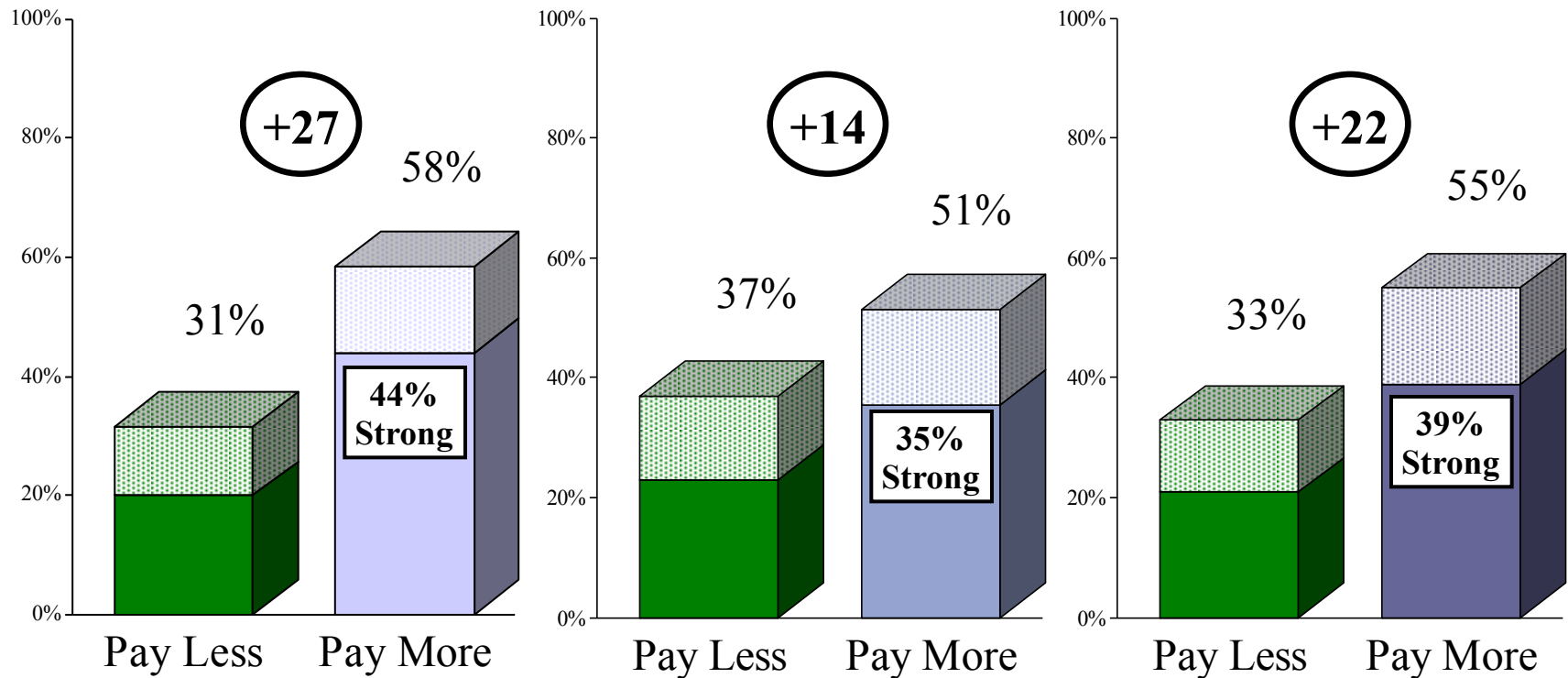
Which would you rather do?

● Pay less money for food that has been genetically engineered

● Pay 10% more money for food that has not been genetically engineered

● Pay 25% more money for food that has not been genetically engineered

● Pay 50% more money for food that has not been genetically engineered



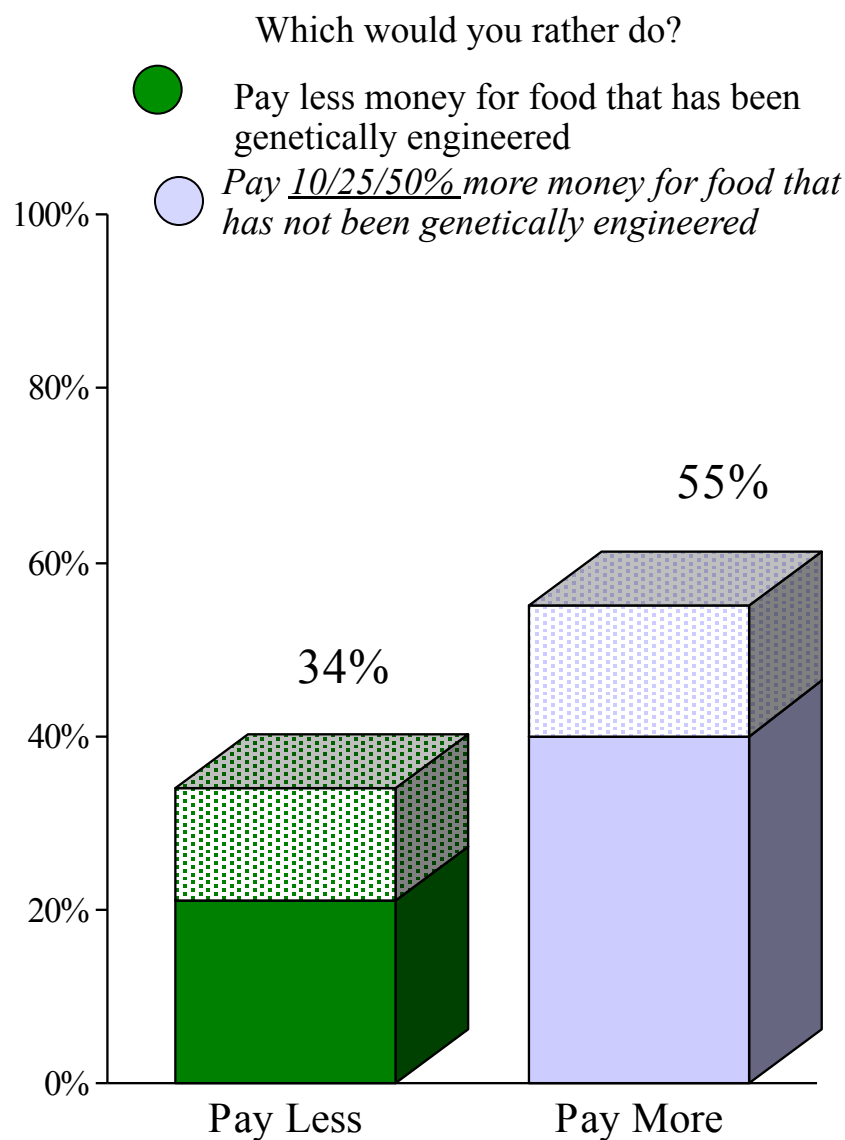
*\*Italics indicate split-sample*



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# Majority Willingness To Pay More For Non-GE Food Extends Across Almost All Demographics, Including Lower SES Groups



	Pay Less	Pay More
Democrat ID	31%	56%
Independent ID	36%	53%
Republican ID	35%	55%
Moms	36%	53%
Dads	33%	56%
Non-Parents	28%	61%
Young Women	30%	58%
Young Men	38%	51%
Older Women	31%	57%
Older Men	39%	49%
HS or Less	36%	49%
Some College	34%	54%
College+	33%	59%
Upper Middle	36%	53%
College Middle	34%	58%
Non-Coll Middle	32%	55%
Working/Lower	33%	55%
Northeast	35%	56%
Midwest	30%	58%
South	37%	51%
West	33%	57%
Heard About GE Food	36%	57%
Not Heard	33%	53%
Political Leader	38%	54%
Nutrition Leader	39%	51%
Primary Groc Shopper	31%	58%
Partly Responsible	37%	53%

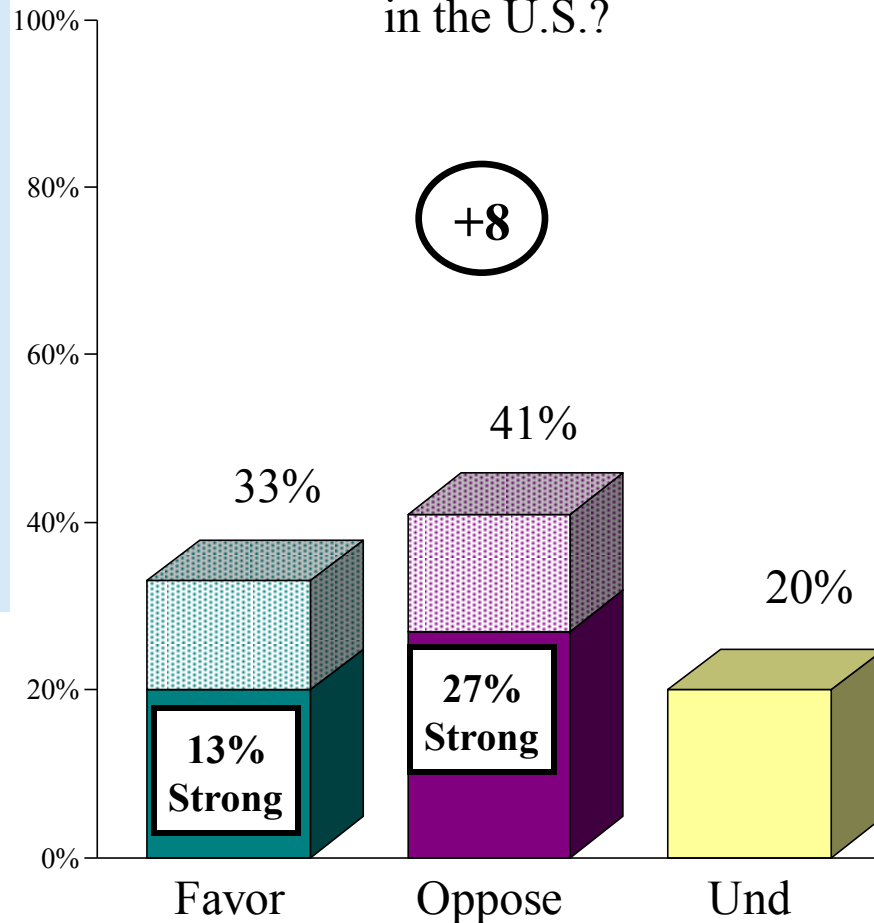


The background of the slide features a close-up, low-angle shot of several test tubes in a rack. The top row of test tubes is empty and clear. The bottom row of test tubes contains liquids of varying colors, ranging from a pale yellow to a vibrant green. The lighting is bright, creating highlights on the glass surfaces and a sense of depth.

# **Americans Want Tighter Restrictions On GE Foods**

# A Plurality Oppose Allowing GE Foods To Even Be Sold In The U.S.

Do you favor or oppose allowing genetically engineered foods to be sold in the U.S.?

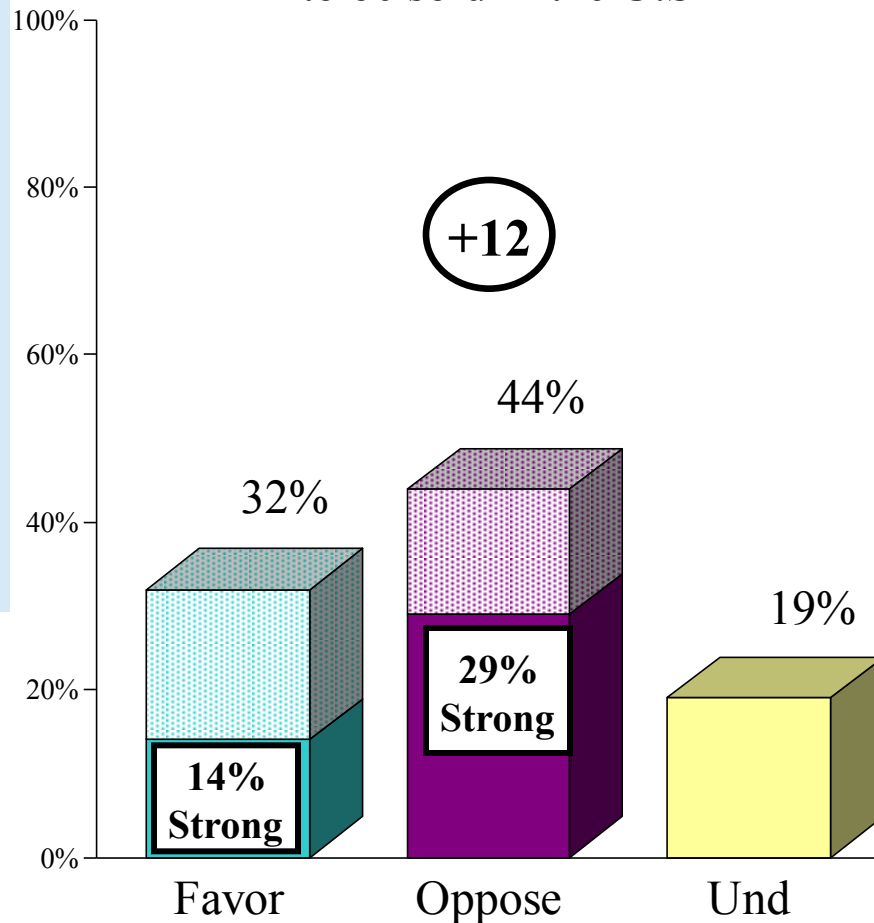


	Favor	Oppose
Democrat ID	31%	42%
Independent ID	34%	40%
Republican ID	35%	40%
Moms	24%	47%
Dads	40%	35%
Non-Parents	34%	41%
Young Women	28%	45%
Young Men	38%	36%
Older Women	26%	44%
Older Men	41%	37%
HS or Less	26%	41%
Some College	35%	43%
College+	36%	40%
Upper Middle	35%	41%
College Middle	38%	41%
Non-Coll Middle	31%	43%
Working/Lower	32%	40%
Northeast	36%	32%
Midwest	28%	43%
South	33%	45%
West	36%	40%
Heard About GE Food	39%	45%
Not Heard	29%	38%
Political Leader	33%	40%
Nutrition Leader	34%	43%
Primary Groc Shopper	29%	42%
Partly Responsible	37%	39%



# Similarly, A Plurality Oppose Allowing Food With GE Ingredients To Be Sold In The U.S.

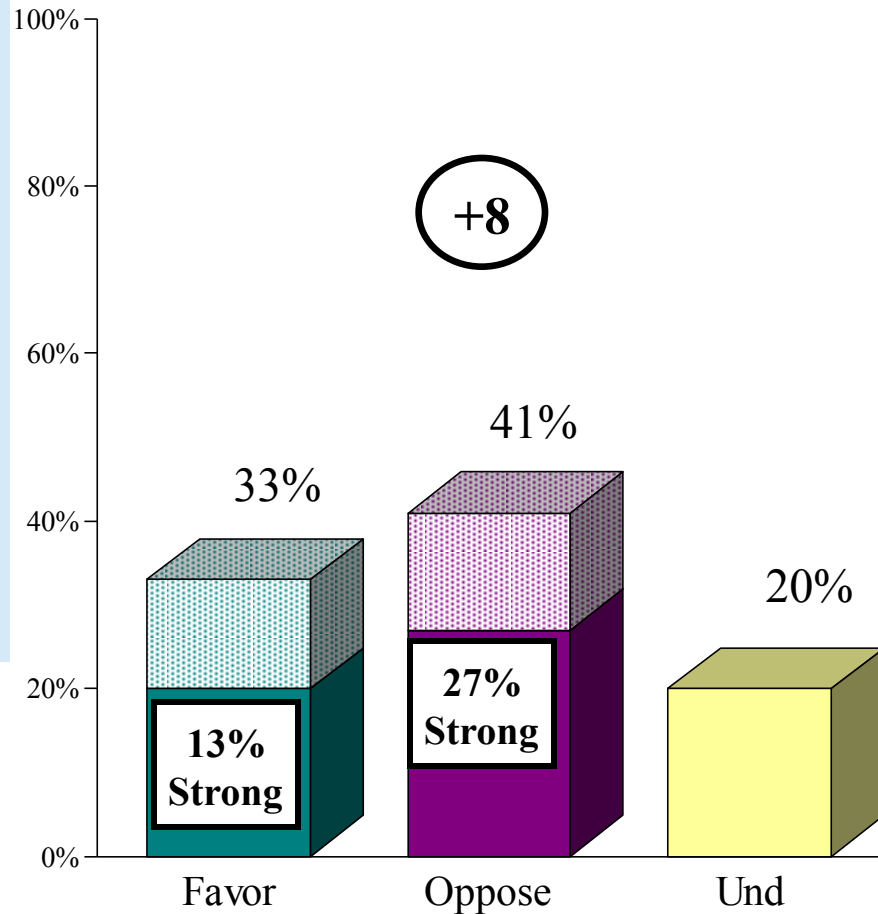
Do you favor or oppose allowing food with genetically engineered ingredients to be sold in the U.S



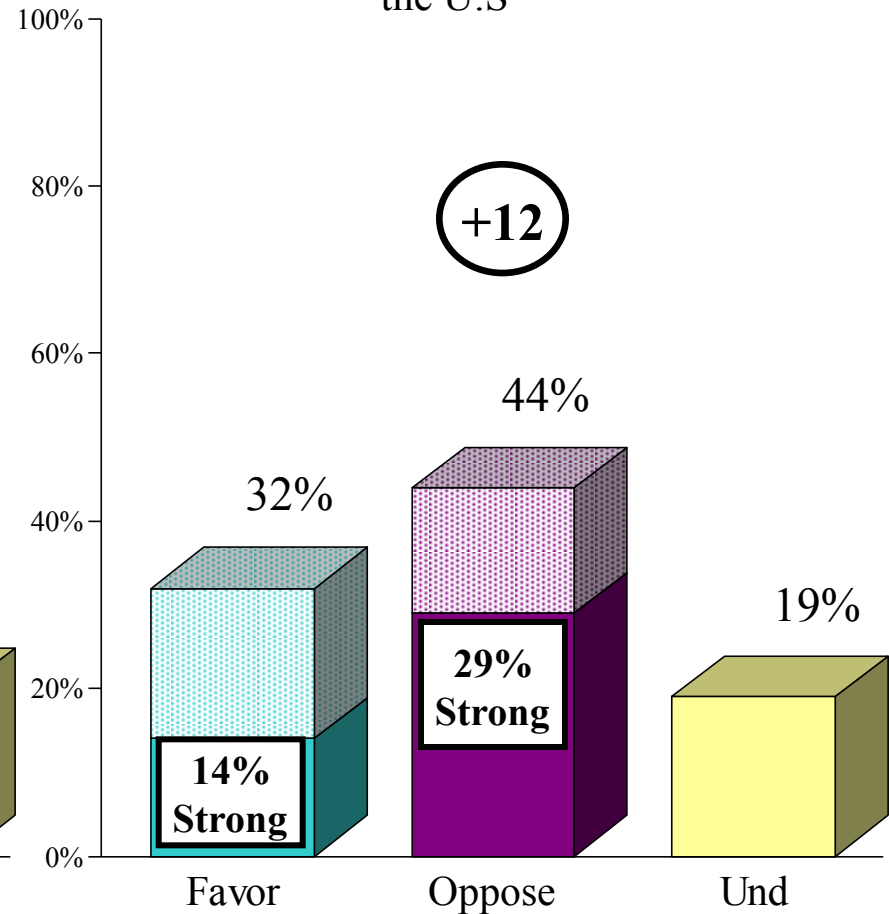
	Favor	Oppose
Democrat ID	30%	44%
Independent ID	32%	43%
Republican ID	34%	44%
Moms	26%	52%
Dads	39%	37%
Non-Parents	32%	43%
Young Women	30%	49%
Young Men	36%	41%
Older Women	26%	45%
Older Men	36%	39%
HS or Less	25%	43%
Some College	34%	45%
College+	35%	43%
Upper Middle	34%	41%
College Middle	36%	44%
Non-Coll Middle	29%	44%
Working/Lower	30%	46%
Northeast	34%	38%
Midwest	27%	44%
South	32%	47%
West	36%	43%
Heard About GE Food	38%	48%
Not Heard	28%	41%
Political Leader	31%	44%
Nutrition Leader	32%	46%
Primary Groc Shopper	29%	46%
Partly Responsible	35%	42%

# Voters Make Little Distinction Between GE Foods And Foods Made With GE Ingredients

Do you favor or oppose allowing genetically engineered foods to be sold in the U.S.?



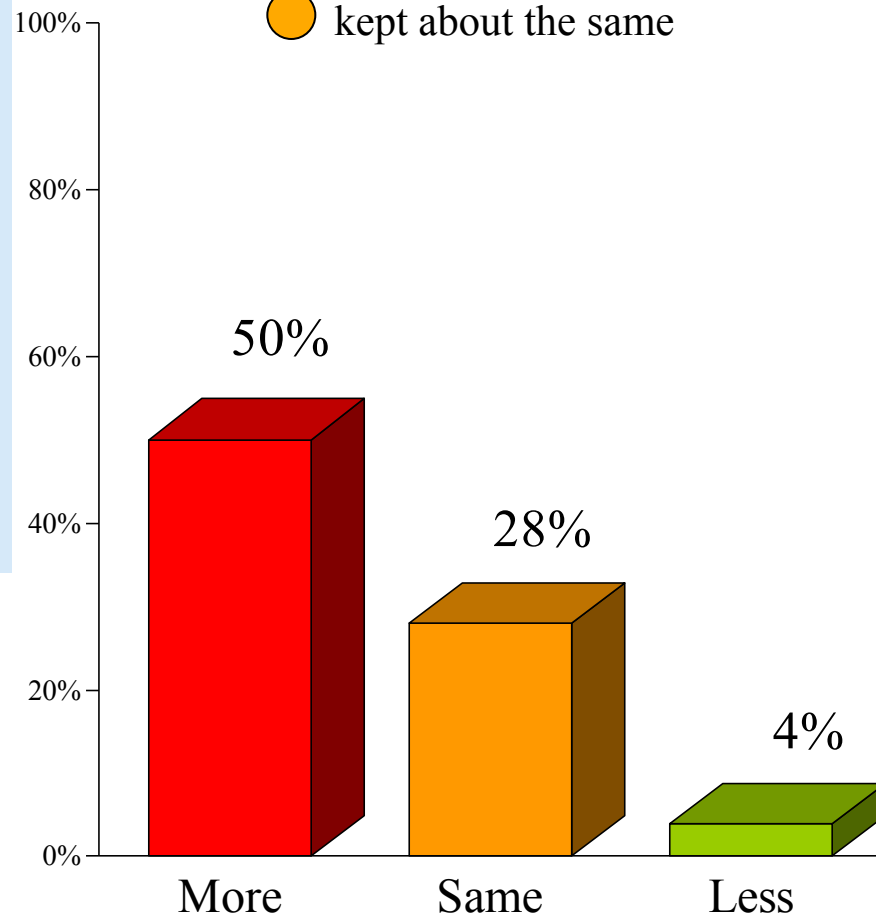
Do you favor or oppose allowing food with genetically engineered ingredients to be sold in the U.S.



# A Majority, Particularly Of Moms, Want Stricter Regulations On GE Foods

Which of the following comes closer to your point of view? Do you think regulations on genetically engineered foods should be made

- more strict      ● less strict  
● kept about the same



	More Strict	Same
Democrat ID	52%	25%
Independent ID	53%	23%
Republican ID	46%	34%
Moms	62%	17%
Dads	44%	34%
Non-Parents	49%	29%
Young Women	61%	19%
Young Men	47%	30%
Older Women	51%	26%
Older Men	41%	36%
HS or Less	47%	26%
Some College	53%	26%
College+	51%	29%
Upper Middle	47%	31%
College Middle	53%	29%
Non-Coll Middle	53%	23%
Working/Lower	50%	29%
Northeast	51%	23%
Midwest	49%	25%
South	53%	29%
West	47%	33%
Heard About GE Food	60%	31%
Not Heard	44%	26%
Political Leader	51%	29%
Nutrition Leader	55%	27%
Primary Groc Shopper	53%	24%
Partly Responsible	48%	32%



# **Voters Overwhelmingly Support Labeling**



# Many Participants Were Avid Consumers Of Food Labels

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*“Yes, I’m always reading the labels.”* Organic California Male

**Moderator: Do you read labels?**  
*“Always.”* Organic Colorado Male

*“I read the labels.”* Non-Organic California Female

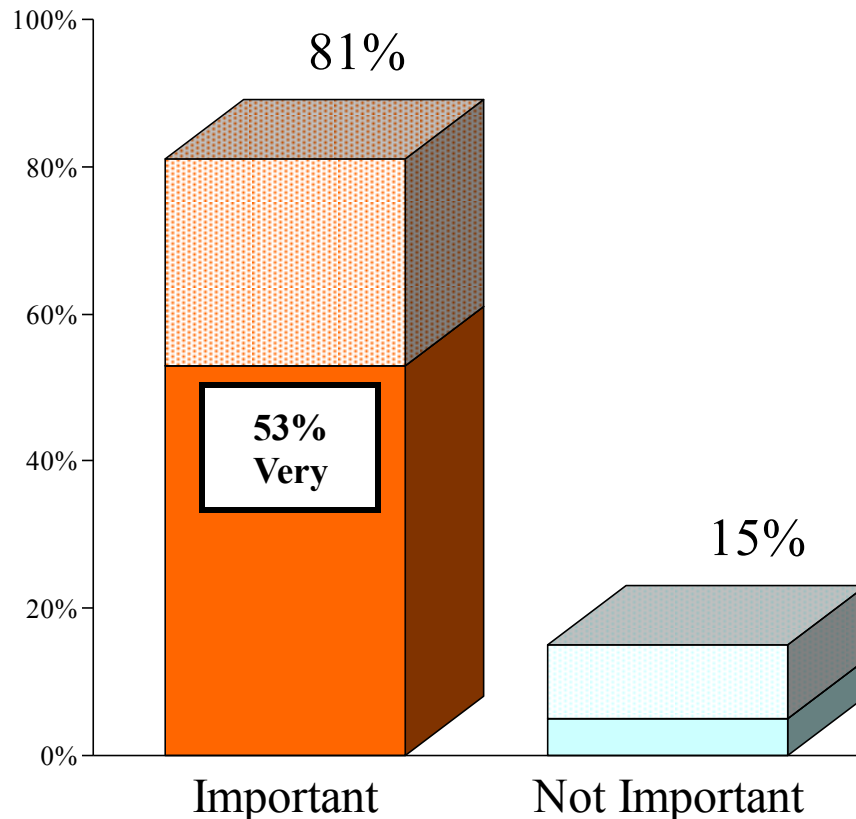
*“As a parent and working I think for me I read as much as I can. I check my labels. I try not to but I can't say that everything that I buy isn't genetically modified. We eat preservatives and there are a lot of things we put in our bodies that we are not totally clear what they are.”*  
Non-Organic Colorado Female

*“I read labels very carefully when I look at them... And then I look for certain ingredients where I know they don't tell the truth, like they're not required to say if there's bovine growth hormone in the dairy products and they're not required to say it's genetically modified stuff.”* Organic California Male

*“We look at the labels mostly when comparing things. You have five different kinds of juice and which one has the least amount of sugar ....”* Organic Massachusetts Male

# Knowing Whether Their Food Contains GE Ingredients Is Important To The Vast Majority

When you decide what food products to purchase, how important is it to you to know whether a product contains genetically engineered ingredients?

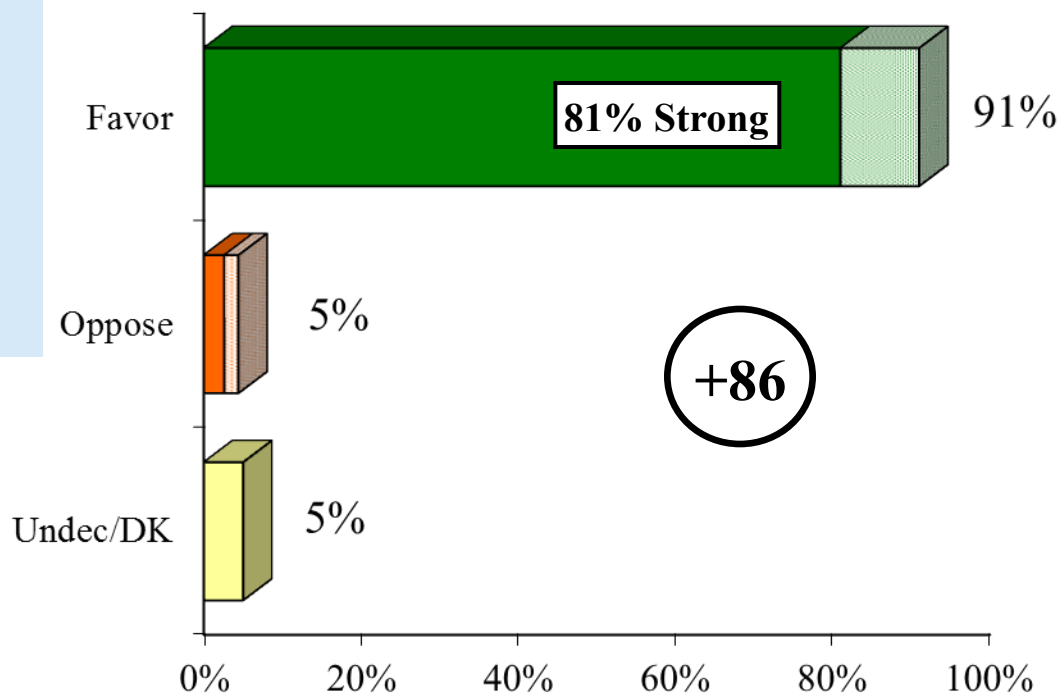


	Important	Not Imp
Democrat ID	81%	14%
Independent ID	80%	17%
Republican ID	83%	14%
Moms	85%	12%
Dads	80%	18%
Non-Parents	81%	15%
Young Women	84%	12%
Young Men	80%	17%
Older Women	82%	14%
Older Men	80%	16%
HS or Less	76%	18%
Some College	86%	12%
College+	83%	14%
Upper Middle	81%	18%
College Middle	84%	13%
Non-Coll Middle	84%	13%
Working/Lower	78%	17%
Northeast	82%	13%
Midwest	79%	18%
South	83%	13%
West	81%	16%
Heard About GE Food	86%	13%
Not Heard	78%	16%
Political Leader	83%	15%
Nutrition Leader	86%	10%
Primary Groc Shopper	83%	14%
Partly Responsible	81%	15%



# Support For Requiring Labeling Of GE Foods Is Nearly Unanimous

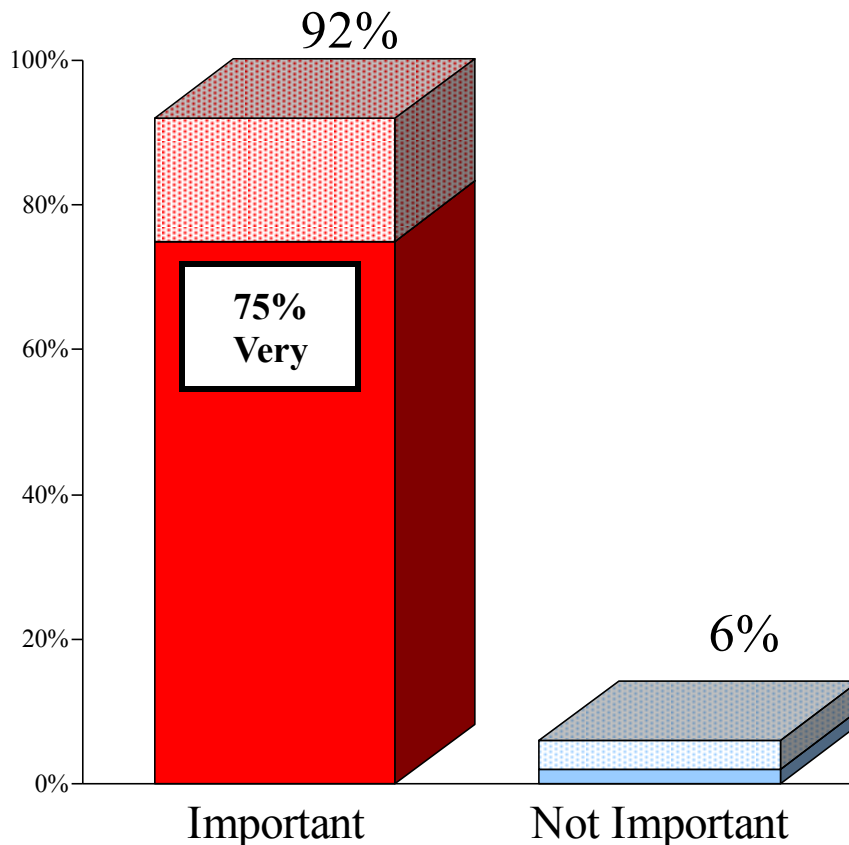
As you may know, it has been proposed that the Food and Drug Administration, or FDA, require that foods which have been genetically engineered or contain genetically engineered ingredients be labeled to indicate that. Would you favor or oppose requiring labels for foods that have been genetically engineered or contain genetically engineered ingredients?



	Favor	Oppose
Democrat ID	93%	2%
Independent ID	90%	5%
Republican ID	89%	5%
Moms	90%	7%
Dads	88%	4%
Non-Parents	92%	3%
Young Women	92%	4%
Young Men	92%	2%
Older Women	91%	4%
Older Men	87%	7%
HS or Less	92%	3%
Some College	89%	6%
College+	91%	4%
Upper Middle	92%	3%
College Middle	89%	5%
Non-Coll Middle	93%	2%
Working/Lower	92%	5%
Northeast	91%	4%
Midwest	93%	4%
South	91%	4%
West	89%	4%
Heard About GE Food	92%	3%
Not Heard	90%	5%
Political Leader	89%	6%
Nutrition Leader	89%	5%
Primary Groc Shopper	94%	2%
Partly Responsible	89%	6%

# There Is Near Unanimity On The Importance Of A Labeling Requirement As Well

How important is it to you that the Food and Drug Administration, or FDA, require that foods which have been genetically engineered or contain genetically engineered ingredients be labeled to indicate that?



	Important	Not Imp
Democrat ID	94%	4%
Independent ID	91%	8%
Republican ID	91%	7%
Moms	92%	7%
Dads	92%	8%
Non-Parents	92%	6%
Young Women	93%	6%
Young Men	92%	6%
Older Women	92%	6%
Older Men	92%	8%
HS or Less	93%	4%
Some College	93%	7%
College+	92%	7%
Upper Middle	92%	7%
College Middle	92%	7%
Non-Coll Middle	95%	4%
Working/Lower	91%	7%
Northeast	92%	5%
Midwest	92%	8%
South	92%	6%
West	91%	7%
Heard About GE Food	92%	7%
Not Heard	92%	6%
Political Leader	91%	7%
Nutrition Leader	94%	5%
Primary Groc Shopper	93%	5%
Partly Responsible	92%	7%



# **Opposition To GE Salmon Is Widespread**



# Focus Group Participants Were Extremely Averse To GE Salmon

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*“I think it’s gross. Yes, and I love salmon so...”* - Organic Massachusetts Female

*“This is where I would get the environmental impact because all it takes is one of those fish to go out and mate, and now salmon is not the same.”* - Organic Massachusetts Male

*“I think our planet is getting totally screwed...we are shifting it more towards not the natural way that the world wants it to be and we are totally screwing our planet.”* - Non-Organic Colorado Male

*“They are going to genetically alter this fish and who is going to genetically alter another fish unless they only do it to the goldfish? They would have to control it.”* - Non-Organic Colorado Female

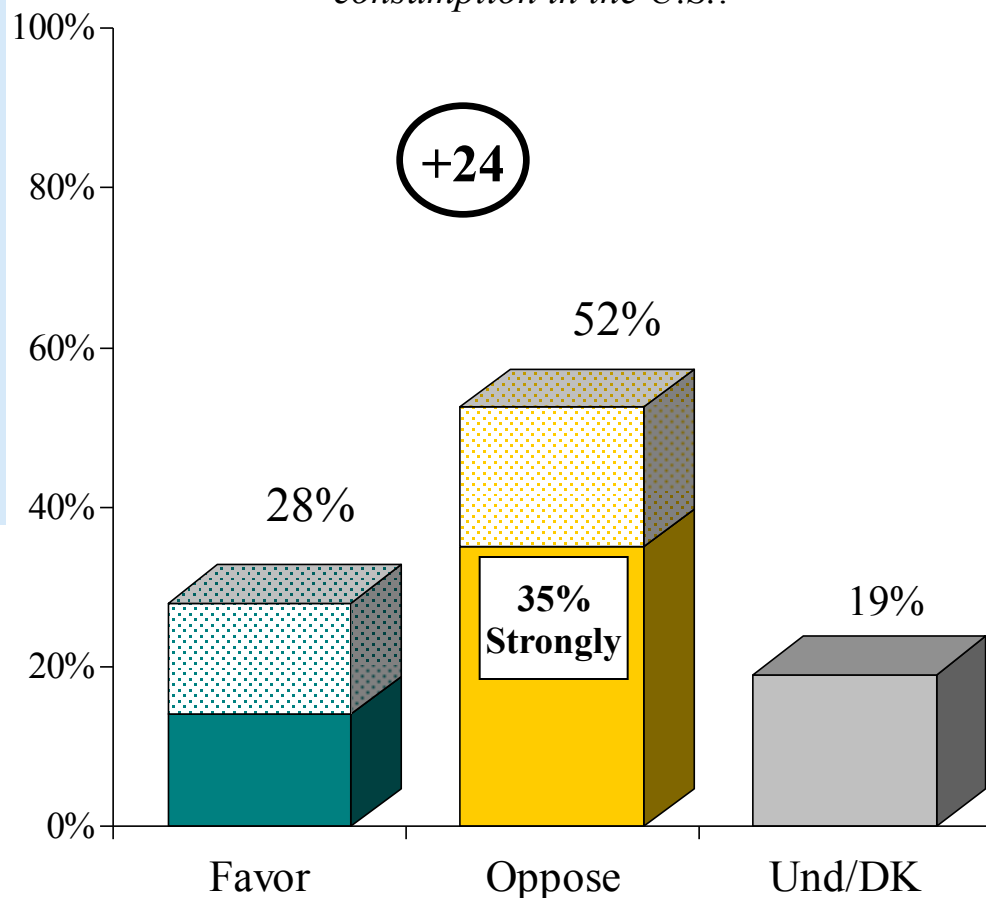
*“I would not eat it.”* - Non-Organic Massachusetts Female

*“It hasn’t been proven, just because it has the FDA approval on it doesn’t mean it is safe, they say it is but a lot of things have been pulled off the shelves that have been approved.”* – Non-Organic Colorado Male



# By Almost Two To One Voters Oppose The Approval of GE Salmon

*As you may know, it has been proposed that the Food and Drug Administration, or FDA, approve of the sale of genetically engineered salmon for human consumption in the U.S. Would you favor or oppose the sale of genetically engineered salmon for human consumption in the U.S.?*



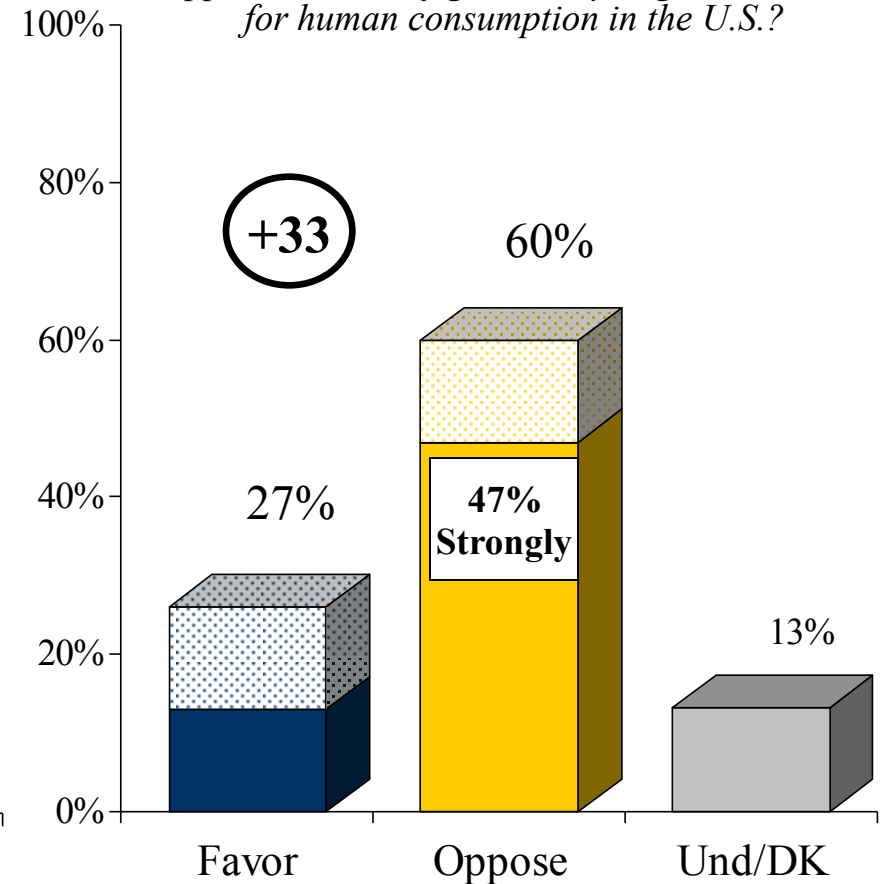
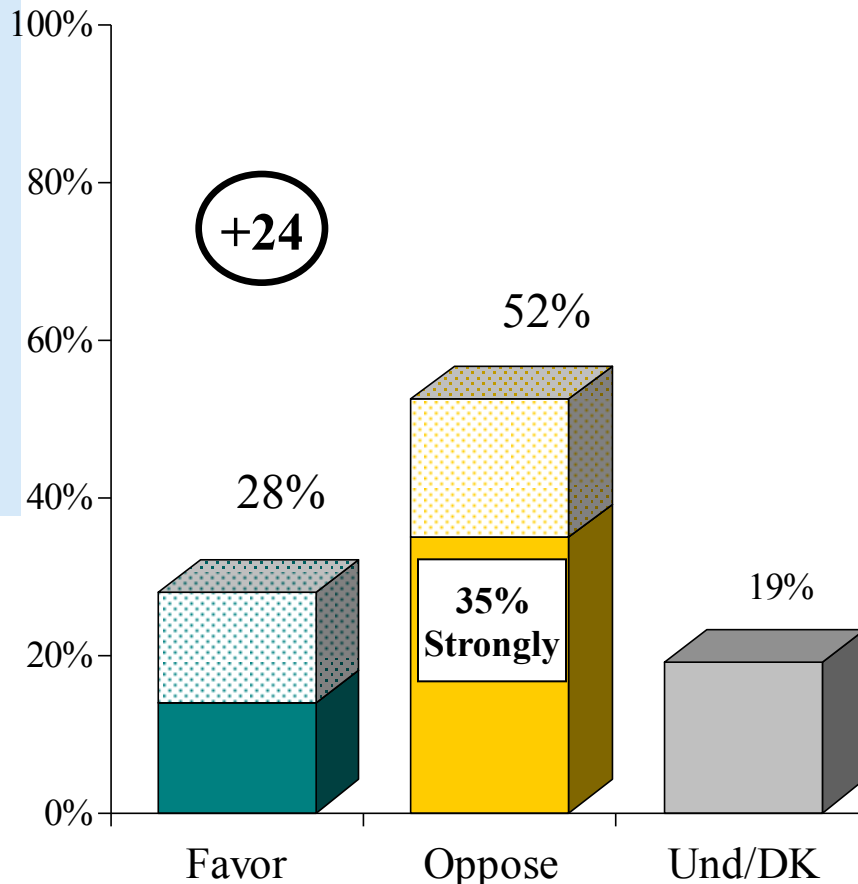
*\*Italics indicate split-sample*

	Favor	Oppose
Democrat ID	26%	54%
Independent ID	30%	48%
Republican ID	30%	55%
Moms	31%	50%
Dads	22%	53%
Non-Parents	26%	57%
Young Women	26%	59%
Young Men	29%	50%
Older Women	17%	56%
Older Men	41%	44%
HS or Less	26%	55%
Some College	36%	41%
College+	25%	57%
Upper Middle	34%	31%
College Middle	44%	28%
Non-Coll Middle	31%	26%
Working/Lower	32%	29%
Northeast	27%	49%
Midwest	24%	55%
South	27%	54%
West	37%	49%
Heard About GE Food	37%	49%
Not Heard	23%	55%
Political Leader	33%	54%
Nutrition Leader	33%	50%
Primary Groc Shopper	24%	56%
Partly Responsible	34%	49%

# Opposition To GE Salmon Increases When Information Is Provided About Trans-Species Gene Insertion And Abnormally Fast Growth Rates

*As you may know, it has been proposed that the FDA approve of the sale of genetically engineered salmon for human consumption in the U.S. Would you favor or oppose the sale of genetically engineered salmon for human consumption in the U.S.?*

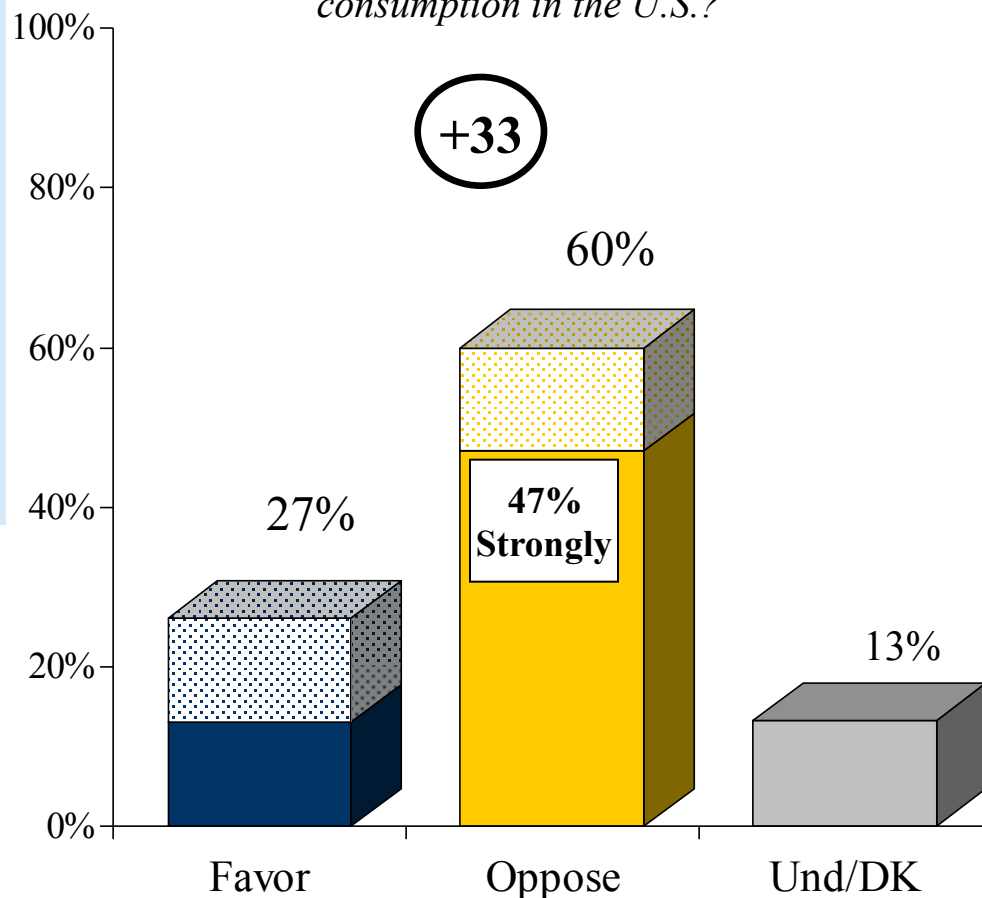
*As you may know, it has been proposed that the FDA, approve of the sale of GE salmon for human consumption in the U.S. By inserting genes from other species, the salmon is engineered to continuously produce growth hormones year-round that cause the fish to grow at twice the normal rate. Would you favor or oppose the sale of genetically engineered salmon for human consumption in the U.S.?*



*\*Italics indicate split-sample*

# Only Among Older Men Does Opposition Fail To Reach A Majority Level

*As you may know, it has been proposed that the Food and Drug Administration, or FDA, approve of the sale of genetically engineered salmon for human consumption in the U.S. By inserting genes from other species, the salmon is engineered to continuously produce growth hormones year-round that cause the fish to grow at twice the normal rate. Would you favor or oppose the sale of genetically engineered salmon for human consumption in the U.S.?*

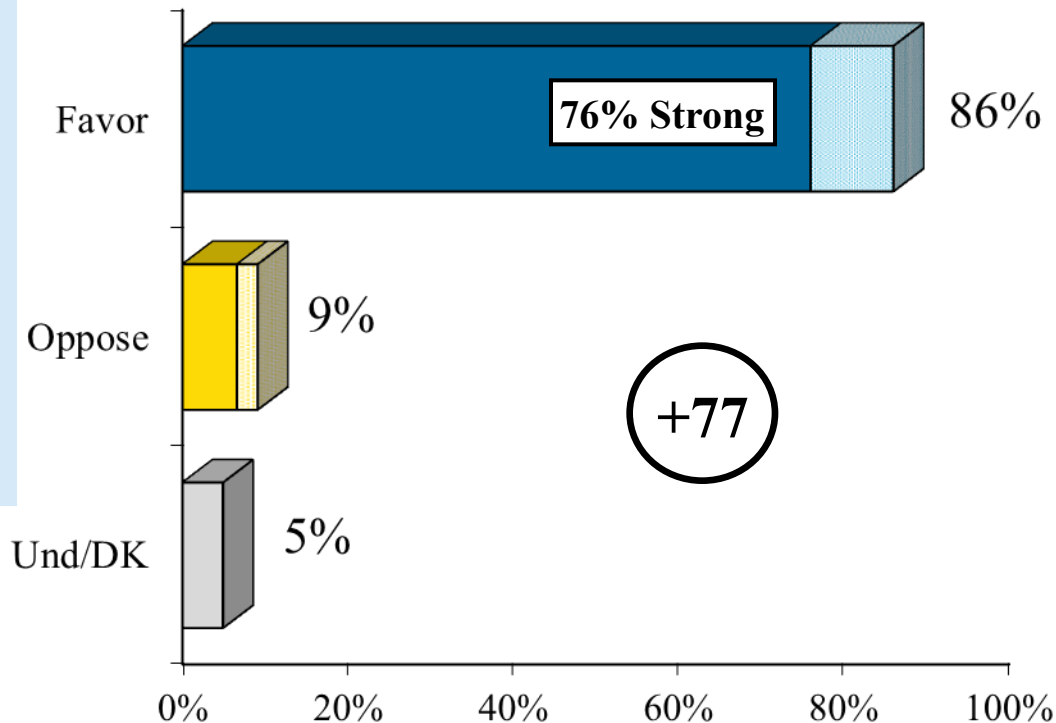


*\*Italics indicate split-sample*

	Favor	Oppose
Democrat ID	21%	64%
Independent ID	31%	55%
Republican ID	28%	61%
Moms	27%	61%
Dads	30%	59%
Non-Parents	23%	60%
Young Women	26%	62%
Young Men	28%	62%
Older Women	20%	65%
Older Men	33%	49%
HS or Less	27%	58%
Some College	29%	59%
College+	25%	64%
Upper Middle	26%	68%
College Middle	29%	59%
Non-Coll Middle	25%	60%
Working/Lower	24%	62%
Northeast	31%	55%
Midwest	22%	65%
South	23%	64%
West	33%	53%
Heard About GE Food	24%	64%
Not Heard	28%	58%
Political Leader	25%	62%
Nutrition Leader	30%	59%
Primary Groc Shopper	28%	62%
Partly Responsible	26%	59%

# Support For Labeling GE Salmon Is Also Extremely Strong

Do you favor or oppose requiring labels for salmon that have been genetically engineered?



	Favor	Oppose
Democrat ID	85%	11%
Independent ID	85%	10%
Republican ID	88%	7%
Moms	85%	12%
Dads	85%	11%
Non-Parents	86%	8%
Young Women	88%	9%
Young Men	88%	8%
Older Women	84%	9%
Older Men	83%	10%
HS or Less	79%	10%
Some College	90%	8%
College+	88%	9%
Upper Middle	89%	8%
College Middle	88%	9%
Non-Coll Middle	87%	7%
Working/Lower	83%	11%
Northeast	85%	9%
Midwest	86%	10%
South	85%	10%
West	89%	6%
Heard About GE Food	89%	8%
Not Heard	85%	10%
Political Leader	86%	10%
Nutrition Leader	85%	11%
Primary Groc Shopper	86%	10%
Partly Responsible	87%	9%





**Support For Labeling Is Robust  
As Arguments Against It Have  
Little Sway**



The image features a row of nine test tubes, each containing a different colored liquid. From left to right, the colors are red, magenta, purple, blue, cyan, green, yellow, orange, and brown. Small green seedlings with two leaves are growing out of the top of each test tube in the upper half of the image. In the lower half, there is another row of nine test tubes with the same color sequence, but without the seedlings. The text is centered in a white box with a blue border between the two rows of test tubes.



# All Respondents Heard A Strong Argument Opposing Labeling

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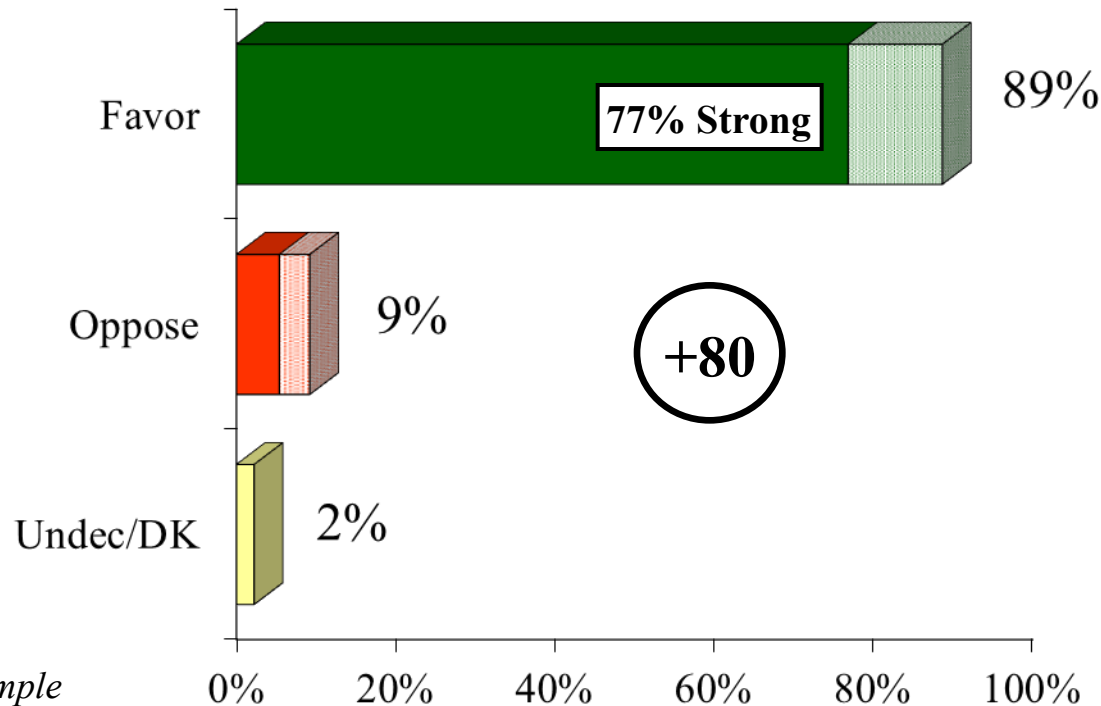
The Food and Drug Administration, or FDA, should NOT require foods containing genetically engineered ingredients be labeled. Labels will just increase the cost of food, burden American companies with excessive, unnecessary regulations and add to the big federal government bureaucracy. Genetically engineered foods have been found safe by the FDA and there is no scientific evidence at all that genetically engineered foods do any harm. Genetically engineered crops have been planted since 1996 in the US and in many other countries. Hundreds of millions of meals containing food from genetically engineered crops have been consumed, and there has not been a single substantiated instance of illness or harm. What's more, genetically engineered foods can help feed the world by increasing crop yields. When you think about the increased food costs, the lack of scientific evidence that there is even a problem, and the needs of hungry people all over the world, labels just aren't worth it.



# The Rights-Based Argument Is Most Effective

## ONE HALF OF THE SAMPLE WAS READ:

*The FDA should require that foods containing genetically engineered ingredients be labeled so consumers can make an informed decision. We have the right to know what is in the food we put in our own bodies and in our children's. Not only do we have the right to know, we also have the right to decide for ourselves whether or not we want to buy genetically engineered food. It's not the government's right to make that decision for us, and it's not any corporation's right to make that decision for us. But allowing these foods to be sold without labels takes away our right to decide for ourselves. Adding labels will cost very little. No matter what you think about the scientific facts, there is no doubt that we all have the right to know and the right to decide for ourselves.*



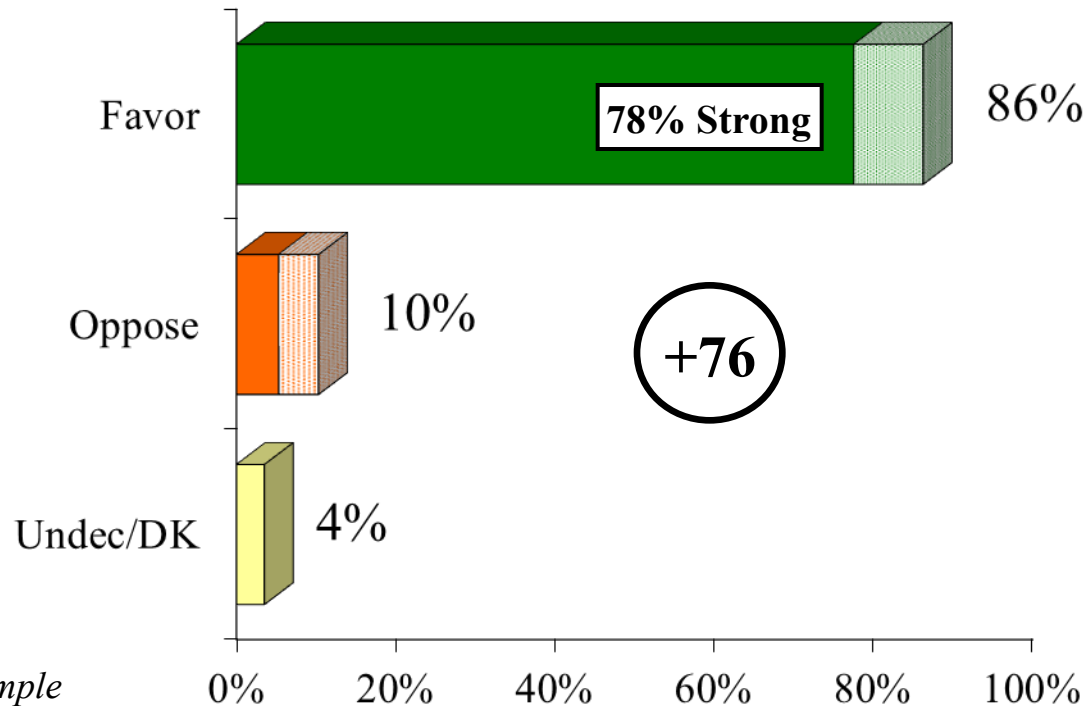
*Italics indicate split sample*



# A Risks-Based Argument Does Almost As Well

## ONE HALF OF THE SAMPLE WAS READ:

*The FDA should require that foods containing genetically engineered ingredients be labeled so consumers know what risks they are taking. Genetically engineered foods have not been adequately tested for safety. According to the National Academy of Sciences, genetically engineered crops can introduce new toxins or allergens into our food. Yet unlike the strict safety tests required for new drugs, producers of genetically engineered foods are not required to conduct human clinical trials, not required to test for cancer or harm to fetuses, and are not required to test for long-term health risks. Genetically engineered foods are required to be labeled in over 40 countries worldwide, including 15 European countries, in Russia, in Japan, China, Australia, and New Zealand. With China and Russia requiring labels, surely we can have labels here in America too. As long as the jury is still out on the science, we should err on the side of caution and require labels.*

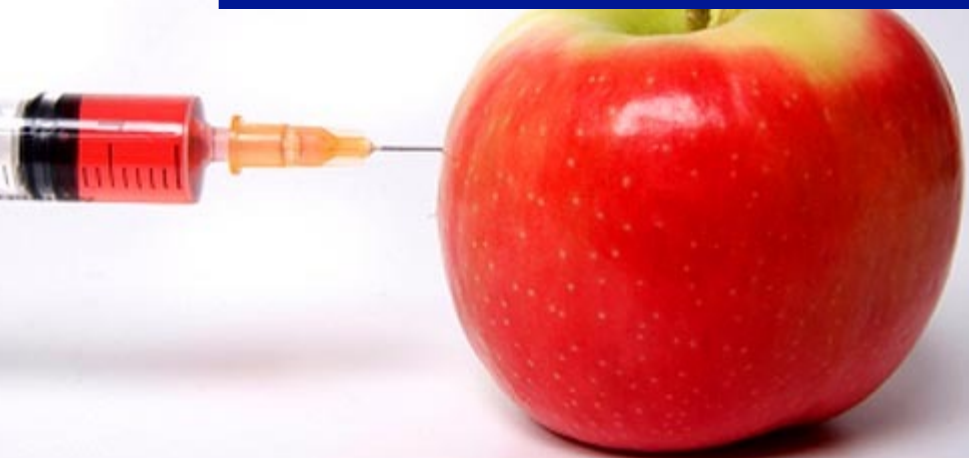


*Italics indicate split sample*





**Though All Messages Are  
Strong, Right To Know Is  
Most Convincing**



# Participants View Knowing What Is In Their Food As A Matter Of Right And Fairness

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*“I feel like I have a right to know if I still choose to eat it I choose to eat it but I think it should be disclosed.” - Organic Massachusetts Female*

*“No, because once they have that out there then whatever lab can start adding a little bit more, a little bit more, and a little bit more over periods of time. As consumers we have a right to know that something has been genetically engineered and then we can choose whether to buy it.” - Organic Colorado Female*

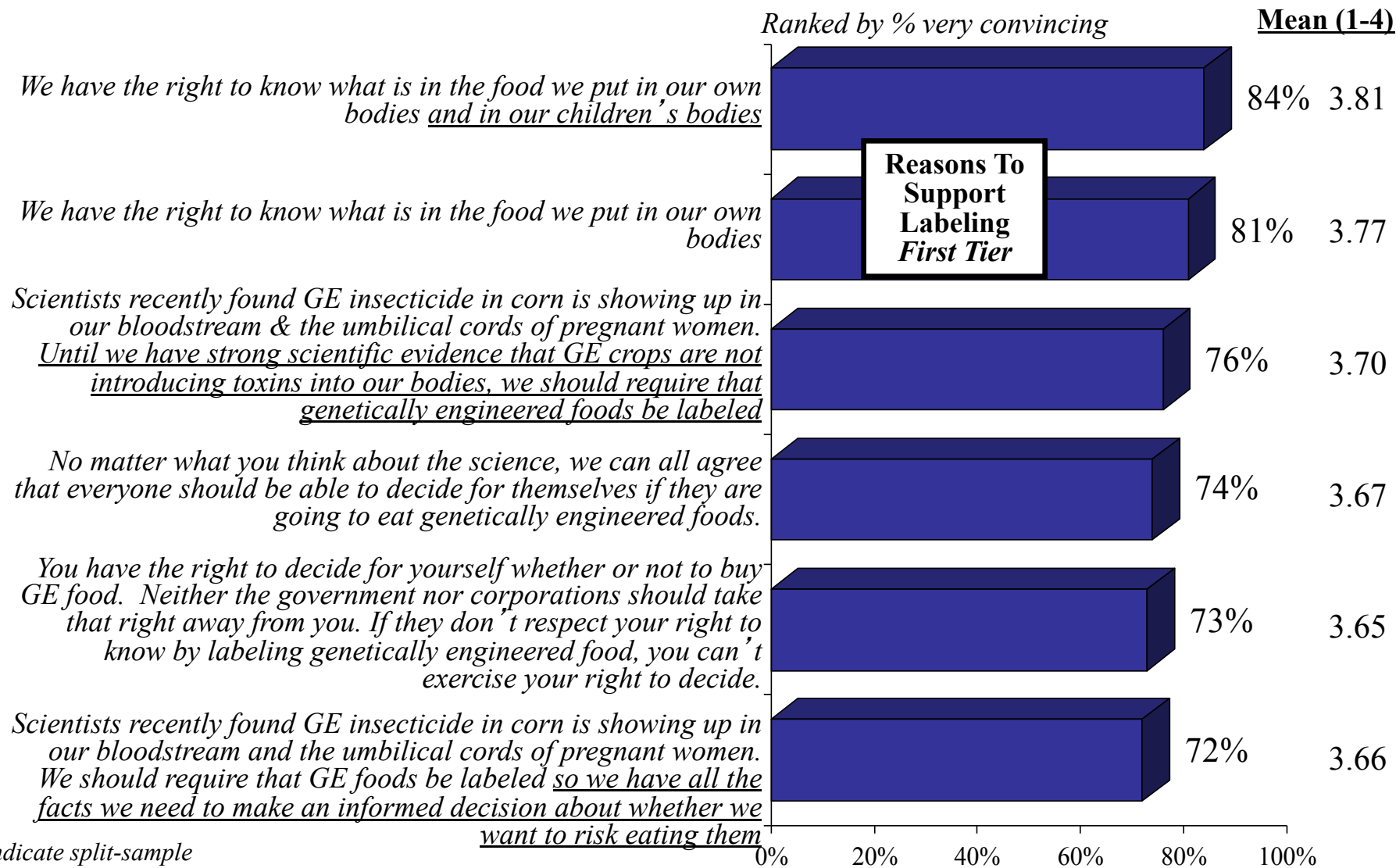
*“I think it's just the public's right to know.” - Non-Organic California Female*

*“I think as consumers we have the right to decide whether or not to choose that product and to consume that product. If you are not being told, that is not fair.”  
- Organic Colorado Female*



# The Right To Know, Insecticides In Umbilical Cords And The Right To Decide Are The Most Effective Specifics

## The Right To Know Is Even More Effective When Applied To Children



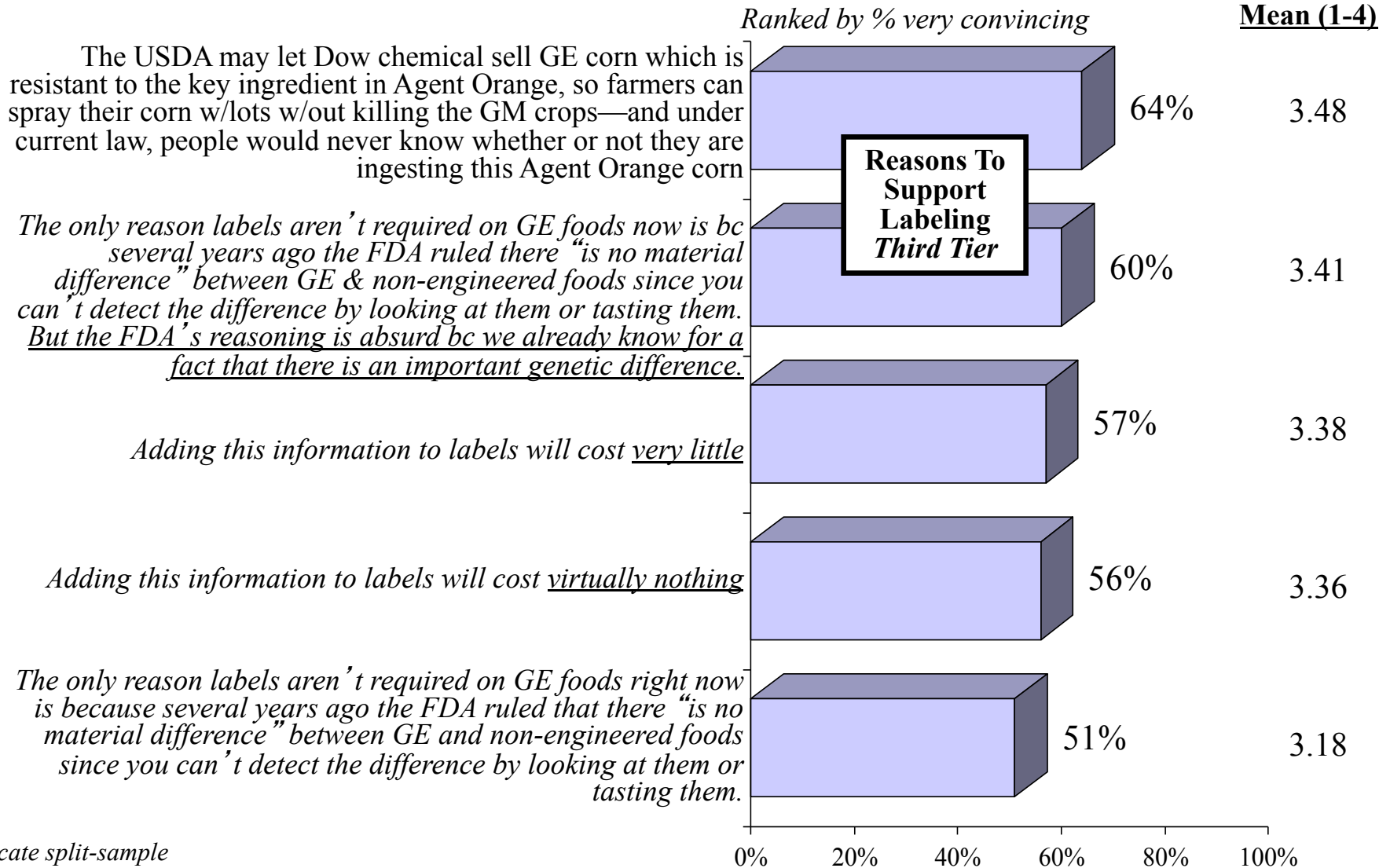


# The Number Of Other Countries That Require Labeling And Inadequate Testing Are Somewhat Less Effective





# Even The Least Effective Message Is Rated “Very Convincing” By A Majority



# The “Right To Know” Argument Is Very Strong Across Party

Reasons to Support Labeling (ranked by % very convincing)	TOTAL	Dem	Ind	GOP
<i>We have the right to know what is in the food we put in our own bodies <u>and in our children's bodies</u></i>	84%	86%	76%	88%
<i>We have the right to know what is in the food we put in our own bodies</i>	81%	90%	80%	71%
<i>Scientists recently found GE insecticide in corn is showing up in our bloodstream &amp; the umbilical cords of pregnant women. <u>Until we have strong scientific evidence that GE crops are not introducing toxins into our bodies, we should require that genetically engineered foods be labeled</u></i>	76%	78%	73%	78%
<i>No matter what you think about the science, we can all agree that everyone should be able to decide for themselves if they are going to eat genetically engineered foods.</i>	74%	74%	74%	74%
<i>You have the right to decide for yourself whether or not to buy GE food. Neither the government nor corporations should take that right away from you. If they don't respect your right to know by labeling genetically engineered food, you can't exercise your right to decide.</i>	73%	73%	72%	72%
<i>Scientists recently found GE insecticide in corn is showing up in our bloodstream and the umbilical cords of pregnant women. We should require that GE foods be labeled <u>so we have all the facts we need to make an informed decision about whether we want to risk eating them</u></i>	72%	79%	69%	66%

\*Italics indicate split-sample



# Moms React Strongly To The Umbilical Cord Message

Reasons to Support Labeling (ranked by % very convincing)	TOTAL	Moms	Women W/Out Kids	Dads	Men W/ Out Kids
<i>We have the right to know what is in the food we put in our own bodies <u>and in our children's bodies</u></i>	84%	88%	86%	86%	80%
<i>We have the right to know what is in the food we put in our own bodies</i>	81%	74%	82%	82%	82%
<i>Scientists recently found GE insecticide in corn is showing up in our bloodstream &amp; the umbilical cords of pregnant women. <u>Until we have strong scientific evidence that GE crops are not introducing toxins into our bodies, we should require that genetically engineered foods be labeled</u></i>	76%	83%	75%	75%	75%
<i>No matter what you think about the science, we can all agree that everyone should be able to decide for themselves if they are going to eat genetically engineered foods.</i>	74%	79%	76%	65%	75%
<i>You have the right to decide for yourself whether or not to buy GE food. Neither the government nor corporations should take that right away from you. If they don't respect your right to know by labeling genetically engineered food, you can't exercise your right to decide.</i>	73%	74%	73%	73%	73%
<i>Scientists recently found GE insecticide in corn is showing up in our bloodstream and the umbilical cords of pregnant women. We should require that GE foods be labeled <u>so we have all the facts we need to make an informed decision about whether we want to risk eating them</u></i>	72%	73%	78%	63%	69%

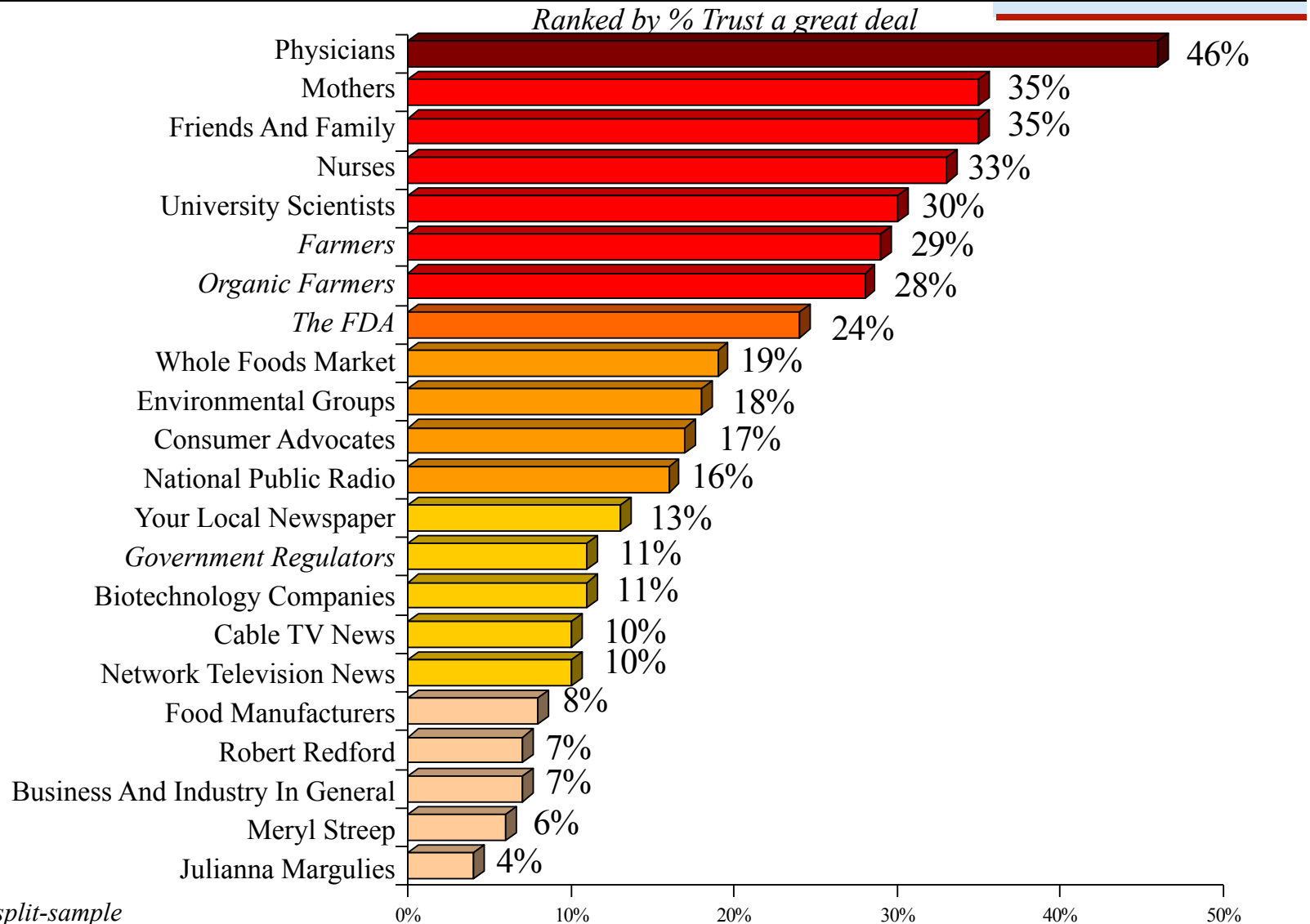
\*Italics indicate split-sample



The background of the slide features a close-up, low-angle shot of laboratory glassware. In the foreground, several test tubes are visible, some containing a bright yellow liquid. Behind them, three larger, empty glass beakers are stacked vertically. The lighting is bright, creating highlights on the glass surfaces and a slightly blurred background, emphasizing the scientific setting.

**Physicians, Mothers, And  
Friends/Family Are The Most  
Trusted**

# Physicians Are The Most Trusted By Far; No Celebrities Break Double Digits



*\*Italics indicate split-sample*



# Mothers Are Most Trusting Of Other Moms

Sources Of Info On GE Foods (ranked by % trust a great deal)	TOTAL	Moms	Women W/Out Kids	Dads	Men W/ Out Kids
Physicians	46%	44%	50%	41%	45%
Mothers	35%	42%	38%	27%	33%
Friends And Family	35%	40%	37%	35%	29%
Nurses	33%	38%	37%	26%	29%
University Scientists	30%	28%	31%	23%	33%
<i>Farmers</i>	29%	23%	28%	41%	25%
<i>Organic Farmers</i>	28%	27%	38%	31%	17%
<i>The FDA</i>	24%	18%	26%	19%	28%

*\*Italics indicate split-sample*



# Republicans Are More Trusting Of Farmers While Democrats Are More Trusting Of University Scientists

Sources Of Info On GE Foods (ranked by % trust a great deal)	TOTAL	Dem	Ind	GOP	Political Leader	Nutrition Leader
Physicians	46%	49%	43%	45%	47%	44%
Mothers	35%	34%	37%	35%	30%	33%
Friends And Family	35%	36%	36%	31%	34%	40%
Nurses	33%	34%	31%	34%	33%	35%
University Scientists	30%	36%	27%	26%	27%	27%
<i>Farmers</i>	29%	23%	28%	35%	29%	28%
<i>Organic Farmers</i>	28%	27%	34%	23%	28%	31%
<i>The FDA</i>	24%	24%	27%	21%	19%	18%

*\*Italics indicate split-sample*





The background of the slide features a close-up, low-angle shot of laboratory glassware. In the foreground, several test tubes are visible, some containing a bright yellow liquid. Behind them, three larger, empty glass beakers are stacked vertically. The lighting is bright, creating strong highlights and shadows on the glass surfaces.

**Voters Are Willing To Take  
Action, Especially If It Is Easy**

# Participants Were Quite Up-Front About The Importance Of A Potential Action Being Easy

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*“It is all about simplicity for me so if it is a simple process I would be more than happy to do that. I think it’s important so if I had a website and I could click on it and comment on it, I’m done.”* – Organic Massachusetts Male

*“Yes, petitions are very easy.”* - Non-Organic Colorado Female

*“It is so easy. You don’t have to do anything. If you have five minutes you just go.”* - Non - Organic Massachusetts Male

*“It’s easy and direct. It seems simple. That’s the minimum I would do.”* – Organic California Male

*“I’d do just about anything except carry a sign.”* – Organic California Female

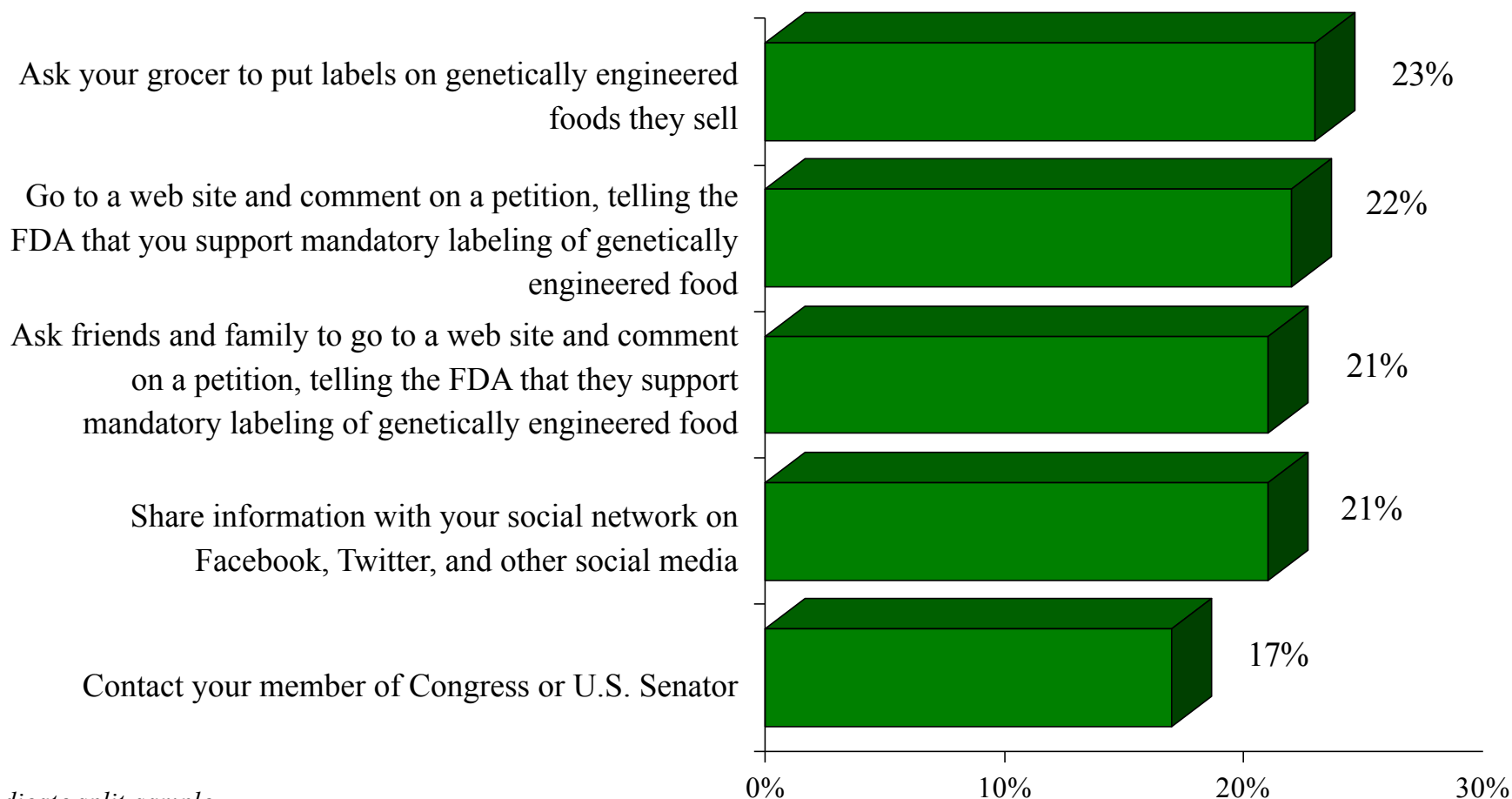
*“If it was easy, especially if I don’t have to call, because I don’t want to have to hold.”* - Non-Organic California Male



# Respondents Are Least Likely To Contact Members Of Congress

*How likely would you be to \_\_\_\_\_?*

*Ranked by % almost certain*



*\*Italics indicate split-sample*



# Parents Are Especially Likely To Say They Will Comment On An Online Petition

How likely are you to _____? (ranked by % Almost certain)	TOTAL	Moms	Women W/Out Kids	Dads	Men W/ Out Kids
Ask your grocer to put labels on genetically engineered foods they sell	<b>23%</b>	21%	<b>28%</b>	19%	<b>21%</b>
Go to a web site and comment on a petition, telling the FDA that you support mandatory labeling of genetically engineered food	<b>22%</b>	<b>27%</b>	<b>23%</b>	<b>25%</b>	17%
Ask friends and family to go to a web site and comment on a petition, telling the FDA that they support mandatory labeling of genetically engineered food	21%	25%	22%	<b>23%</b>	17%
Share information with your social network on Facebook, Twitter, and other social media	21%	<b>26%</b>	22%	<b>23%</b>	<b>18%</b>
Contact your member of Congress or U.S. Senator	17%	16%	19%	18%	15%



# Independents Are Less Likely To Take Actions Than Partisan Voters

How likely are you to _____? (ranked by % Almost certain)	TOTAL	Dem	Ind	GOP
Ask your grocer to put labels on genetically engineered foods they sell	23%	26%	20%	23%
Go to a web site and comment on a petition, telling the FDA that you support mandatory labeling of genetically engineered food	22%	22%	20%	24%
Ask friends and family to go to a web site and comment on a petition, telling the FDA that they support mandatory labeling of genetically engineered food	21%	22%	18%	23%
Share information with your social network on Facebook, Twitter, and other social media	21%	23%	17%	23%
Contact your member of Congress or U.S. Senator	17%	19%	13%	18%



# Strategic Conclusions

- GE foods have a very negative image as voters believe them to be materially different, perhaps unsafe, and not something they want to eat
- Labeling garners overwhelming support, so our communications need only inform and mobilize, rather than persuade
- Our core labeling message points:
  - We have the right to know and the right to decide what goes into our bodies and into our children's bodies
  - GE insecticide is already showing up in the umbilical cords of pregnant women
- Salmon messaging should include the fact that genes from other species are being used to generate twice the normal growth rate
- The ubiquity of GE foods cuts against us
- Physicians, moms and word of mouth are effective messengers







THE  
**MELLMAN**  
Group

RESEARCH  
BASED  
STRATEGY



THE **MELLMAN** Group

RESEARCH  
BASED  
STRATEGY