



# JUST LABEL IT!

We have the right to know

[justlabelit.org](http://justlabelit.org)

## Findings From A Survey Of 600 Minnesota Voters June 2015



THE  
**MELLMAN**  
Group  
RESEARCH  
BASED  
STRATEGY

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# Key Findings

- **Minnesota Voters Overwhelmingly Support Requiring Labels On GMO Foods**
- **Voters Believe It Is Important To Label GMO Foods**
- **Even After Arguments On Both Sides, Support For Labeling Remains Overwhelming**

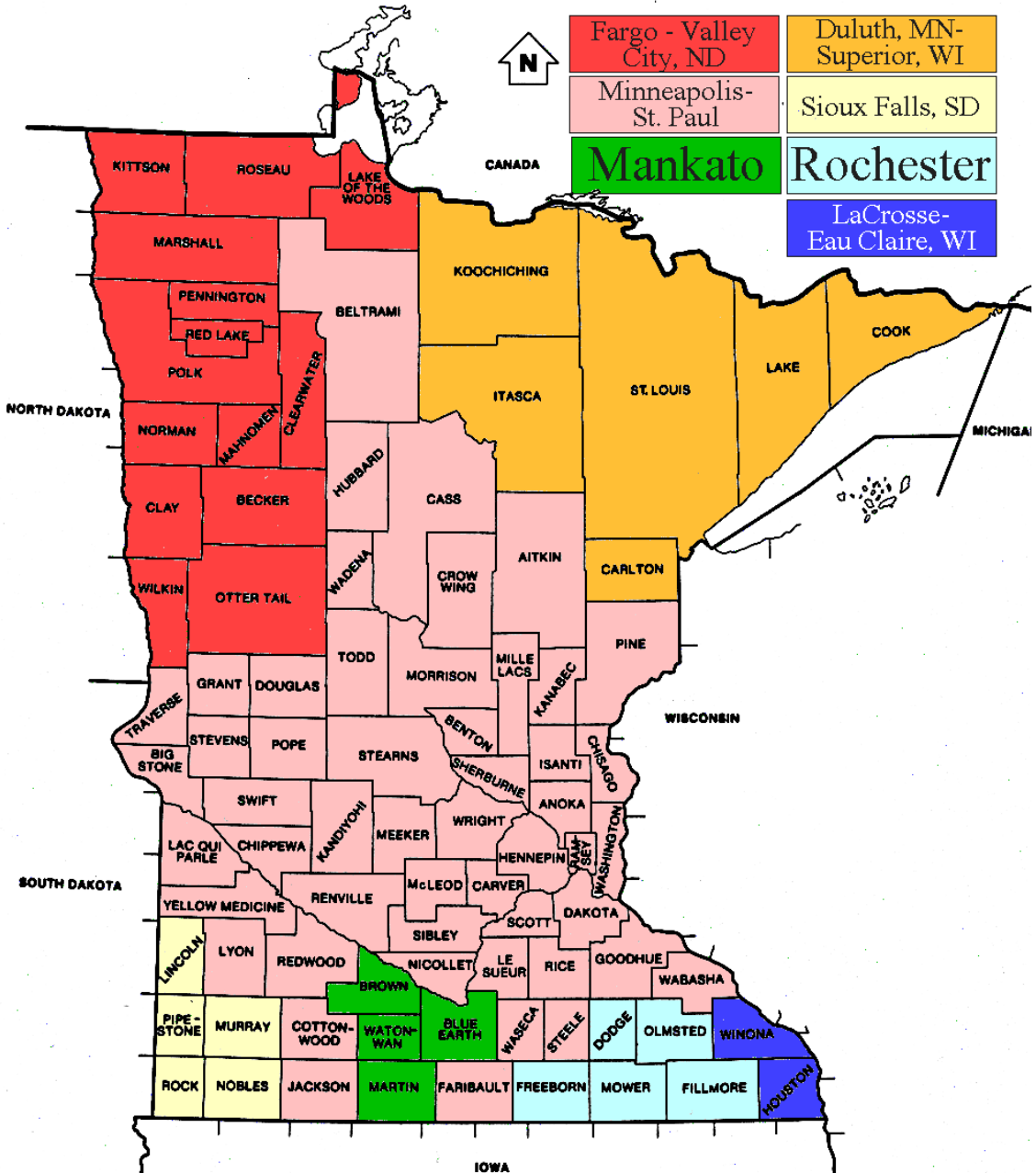


# Methodology

- Survey of 600 Likely 2016 Minnesota Voters
- Interviews conducted June 18-21, 2015
- Margin of error +/- 4.0% (higher for subgroups)



# Minnesota Media Markets





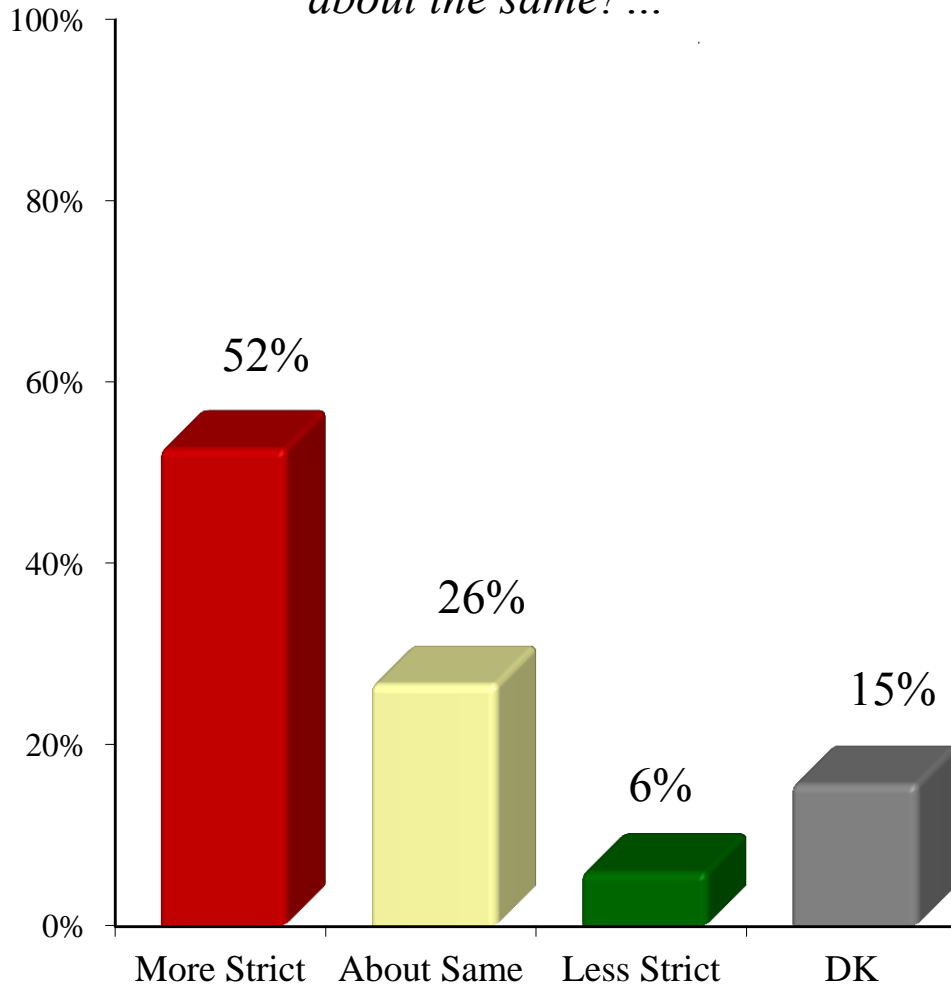
**Minnesota Voters Overwhelmingly Support Requiring Labels On GMO Foods**





# A Majority Favor Stricter Regulations On GMO Foods

*Do you think regulations on genetically modified foods should be made more strict, less strict or kept about the same? ...*



By Key Group	More	Same	Less
Democrat	56%	28%	3%
Independent	51%	26%	7%
Republican	49%	26%	7%
Young Women	71%	16%	3%
Young Men	40%	33%	9%
Older Women	58%	23%	3%
Older Men	42%	35%	8%
HS or Less	47%	25%	3%
Some College	56%	26%	6%
College Graduate+	52%	27%	6%
White	52%	26%	6%
Nonwhite	53%	32%	3%
Hennepin	56%	27%	4%
Ramsey	42%	38%	8%
Anoka/Dakota	58%	22%	5%
North	56%	24%	3%
S Of MS River	49%	26%	8%
Central Mn	51%	26%	7%



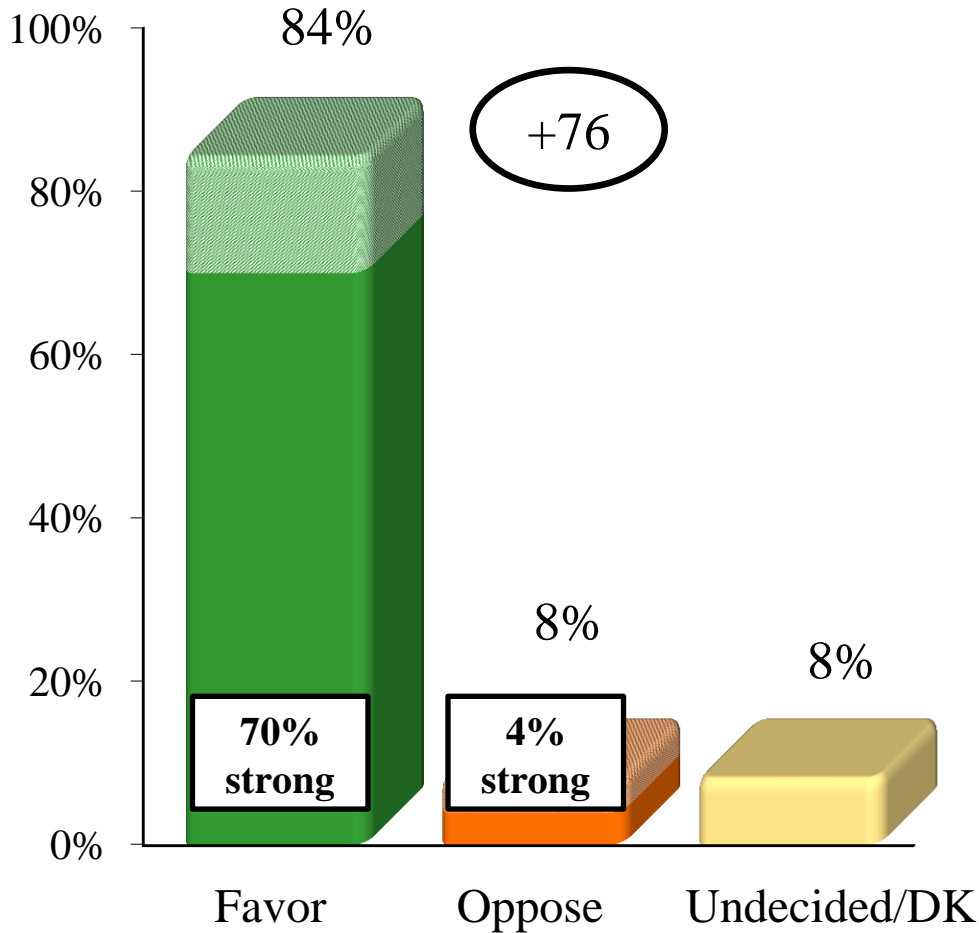




# Minnesotans Strongly Support GMO Labeling

Support Is Strong And Uniform Across Party And Demographics

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



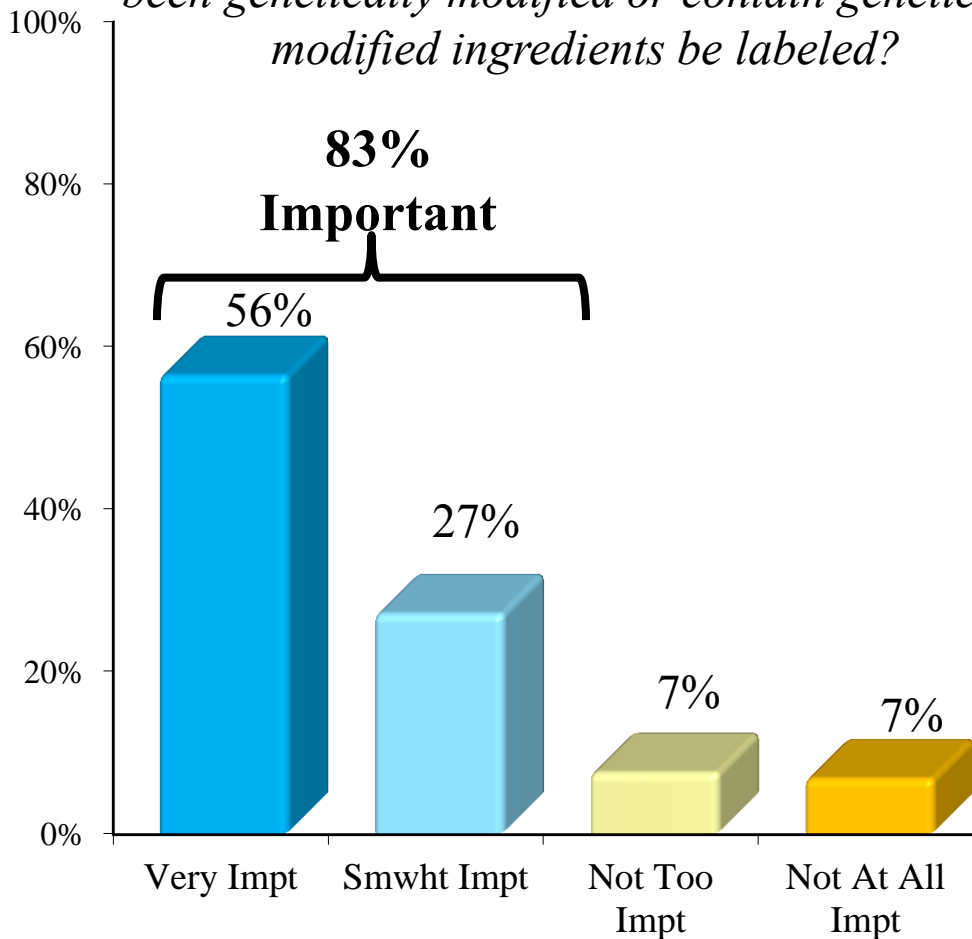
	Favor	Oppose
Democrat	87%	5%
Independent	84%	9%
Republican	78%	10%
Young Women	87%	6%
Young Men	78%	14%
Older Women	86%	5%
Older Men	84%	7%
HS or Less	77%	11%
Some College	85%	7%
College Graduate+	86%	7%
White	83%	8%
Nonwhite	87%	6%
Hennepin	86%	6%
Ramsey	79%	12%
Anoka/Dakota	88%	8%
North	80%	5%
S Of MS River	82%	10%
Central Mn	85%	7%





# Nearly Everyone Believes Labeling Is Important, With A Majority Calling It "Very Important"

*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	87%	10%
Independent	83%	14%
Republican	79%	18%
Young Women	92%	6%
Young Men	72%	25%
Older Women	87%	9%
Older Men	82%	16%
HS or Less	77%	15%
Some College	86%	12%
College Graduate+	84%	15%
White	83%	15%
Nonwhite	89%	7%
Hennepin	85%	12%
Ramsey	74%	23%
Anoka/Dakota	91%	8%
North	82%	15%
S Of MS River	83%	14%
Central Mn	81%	15%







**Even After Arguments On Both Sides, Support For Labeling Remains Overwhelming**





# Everyone Heard This Message Opposing Labeling Requirements:

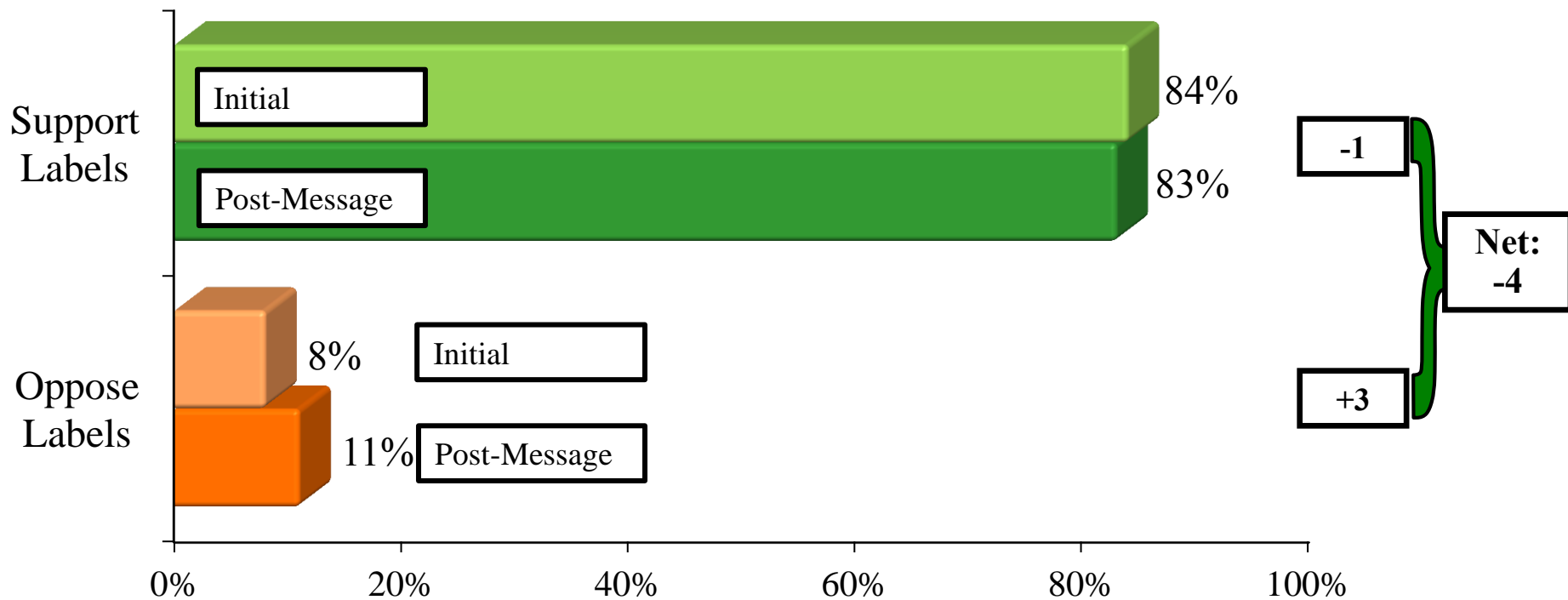
**Some/Other people say** government should not add new labeling requirements for foods containing genetically modified ingredients. GMO foods don't have to be labeled precisely because they have been found safe by the FDA and there is no scientific evidence that they do any harm. Labels will just increase food prices, burden American companies with unnecessary regulations and suggest risks that don't exist, making it harder for US farmers to feed the world. When you think about the increased food costs, the absence of scientific evidence that GMOs present a problem, and the needs of hungry people all over the world, labels just aren't worthwhile.





# After The Exchange Of Messages, Support For Labeling Remains Overwhelming

**Some/Other people say** foods containing genetically modified ingredients should be labeled so consumers can make informed decisions about the risks they are taking. Unlike the strict safety tests required for new drugs, producers of genetically modified foods are not required to test for long-term health risks. Many people may be fine buying genetically modified food, but everyone has the right to know what they are buying. Labels are required on genetically modified foods in over 60 countries, including 28 European countries, along with Russia, China, Japan, Australia, and New Zealand. With China and Russia requiring labels, surely we can have labels here in America too. Why should Americans be told less about what's in their food than consumers in all these other countries?



# Strategic Conclusions

- **Minnesota voters overwhelmingly support requiring labels on GMO foods**
- **Support extends across party and every other segment of the electorate**
- **Voters believe they have the right to know what's in their food**
- **Voters resent citizens elsewhere knowing more than they do**
- **A debate leaves Minnesotans overwhelmingly favoring requiring labels on GMO foods**





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