

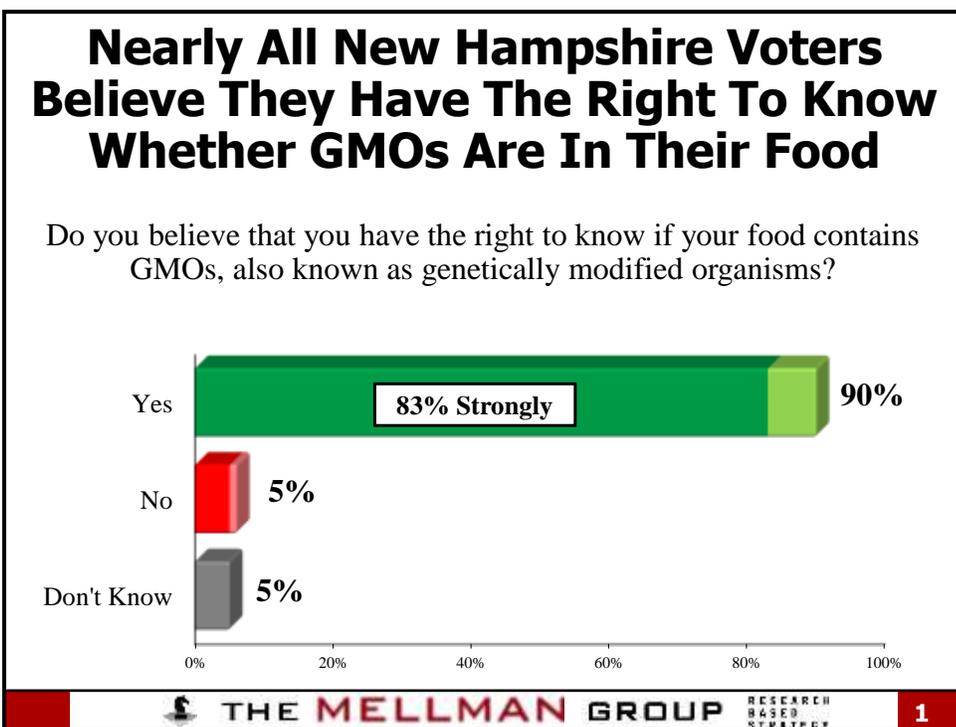
To: Food Democracy Now!
From: The Mellman Group, Inc.
Re: New Hampshire Statewide Survey
Date: November 5, 2013

This analysis represents the findings of a survey of 500 New Hampshire registered voters who were interviewed by telephone October 29-31, 2013. The study uses a registration-based sample and has a margin of error of +/-4.4% at a 95% level of confidence. The margin of error is higher for subgroups.

Our just-completed New Hampshire poll demonstrates strong support for requiring that genetically modified foods be labeled, with more than eight in ten voters favoring a concrete proposal to require labeling foods which have been genetically engineered or contain genetically engineered ingredients. In addition, more than nine in ten believe they have a right to know whether their food contains genetically modified organisms, or GMOs.

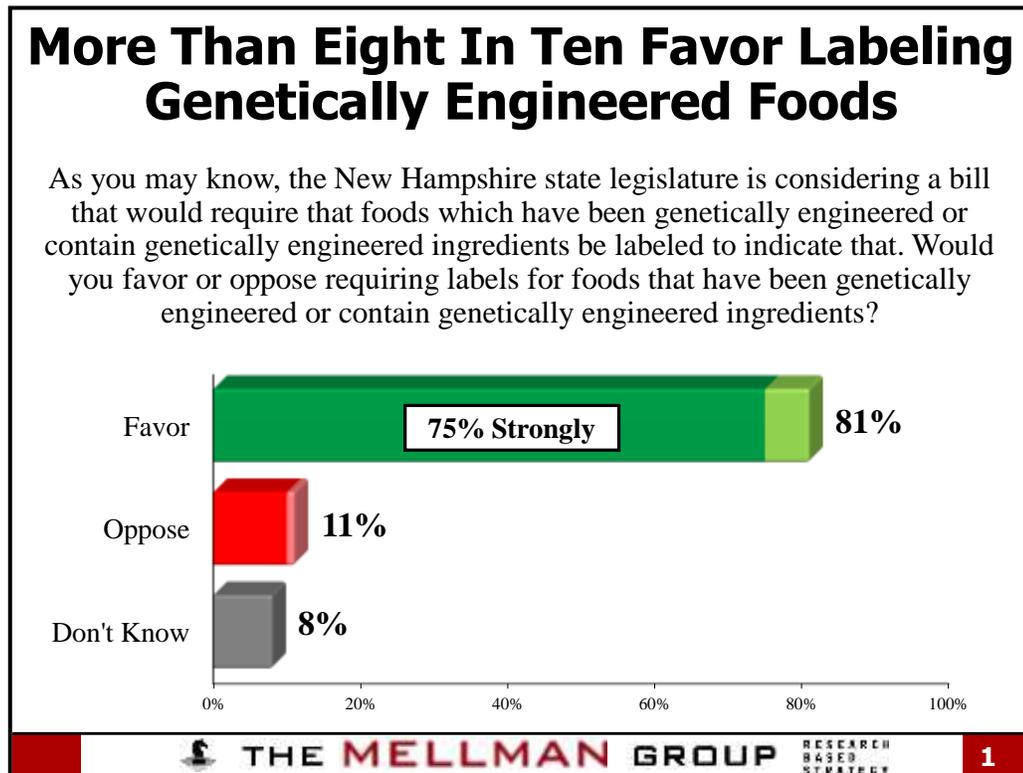
NEW HAMPSHIRE VOTERS ARE ALMOST UNANIMOUS IN BELIEVING THEY HAVE THE RIGHT TO KNOW WHETHER FOOD CONTAINS GENETICALLY MODIFIED ORGANISMS

Few topics in American public opinion inspire 90% agreement, but national polling has consistently shown that knowing whether genetically modified organisms are in one's food is one of them. New Hampshire is the latest example. When voters are asked whether they "believe that you have the right to know if your food contains GMOs, also known as genetically modified organisms," 90% respond in the affirmative. Eighty-three percent (83%) feel that way *strongly*. By contrast, only 5% say they don't have the right to know, with another 5% saying they were unsure.



This is also one of the rare examples of a policy that does not polarize across partisan boundaries. Ninety-three percent (93%) of Democrats, 89% of independents, and 90% of Republicans all agree that they have the right to know whether their food contains GMOs.

SUPPORT FOR THE LABELING PROPOSAL IS STRONG OVERALL AND ACROSS PARTY LINES



New Hampshire voters also strongly back a proposal under deliberation in the New Hampshire General Court. While advocates of some policies can have trouble translating underlying beliefs into support for actual legislation, there are no such challenges here. More than eight in ten (81%) voters favor the plan to require labels for foods that have been genetically engineered or contain genetically engineered

ingredients, dwarfing the 11% who oppose the proposal. The 75% who strongly support the proposal outnumbers the 10% who strongly oppose the proposal by more than a 7-to-1 margin.

Support for the plan is nearly unanimous among Democrats, who favor it by an 89%-5% margin. Additionally, eight in ten independents are in favor (80% favor-13% opposed) as are three-quarters of Republicans (75% favor-14% opposed). Even among Republicans, who are least supportive, six times more voters *strongly* support the plan (67%) than *strongly* oppose it (11%).

CONCLUSION

In short, advocates of GMO labeling are strongly positioned in New Hampshire. The belief that consumers have the right to know whether their food contains GMOs is nearly unanimous, which translates to strong support across party lines for requiring labels on foods containing GMOs.