

To: Friends of Yes on I522

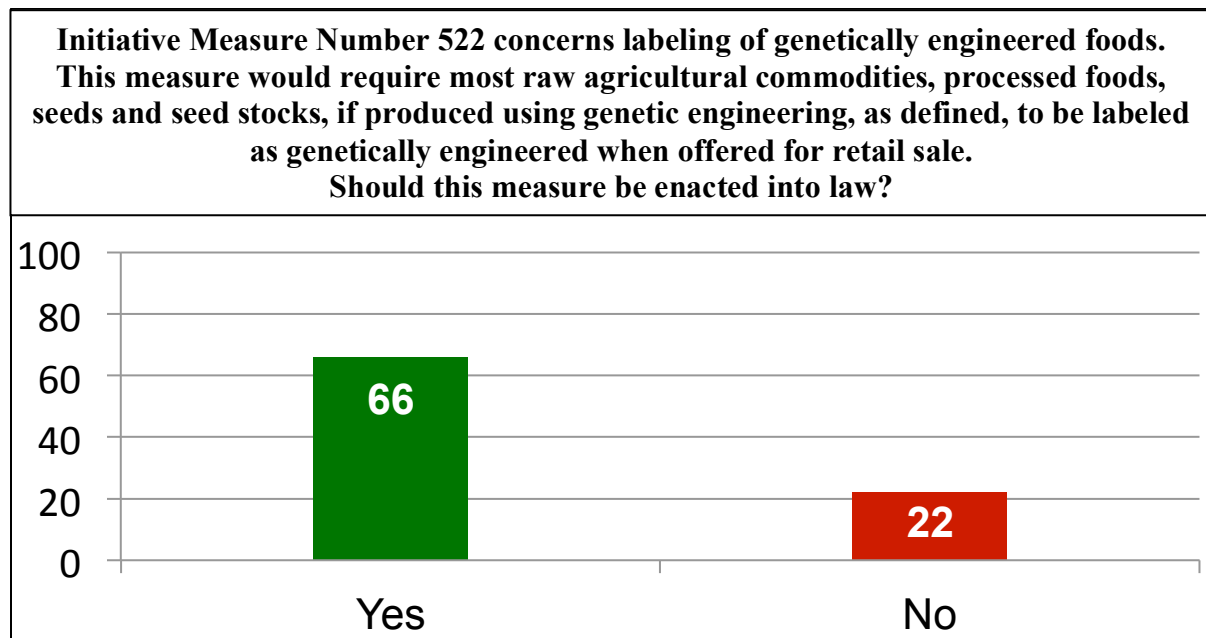
From: GBA Strategies

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**Washington Voters Support Labeling Genetically Engineered Foods
With Sufficient Resources to Answer Attacks, I522 Will Pass**

The first poll of the 2013 campaign shows that a large majority of Washington voters supports Initiative 522, which requires labeling of genetically engineered foods. An overwhelming 66 percent of likely voters support I522, which will be on the November 2013 ballot, while just 22 percent oppose it.

These findings are based on a survey of 1,200 likely voters conducted June 18-23. The survey was conducted using live dialers and reached voters on cell phones and landlines. The results are subject to a +/- 2.8 percentage point margin of error at the 95 percent confidence level.



- **Support for labeling genetically engineered foods is broad and deep.** Not only do 66 percent of voters support I522, but 48 percent strongly support it. Significant majorities of Democrats, Independents and Republicans support labeling, as do majorities of every age group and every region of the state.
- **Support for labeling withstands a barrage of opposition attacks if we have the resources to fight back.** After voters hear six messages against it, support for I522 holds at 64 percent, while opposition only increases to 29 percent. This campaign simulation involves the ‘yes’ side being outspent, but it also assumes that we will have the resources to deliver a message and deliver the best message available to us.
- **The poll shows clearly that the key decision point for voters is whether they believe I522 will give shoppers the information they need to make the best decisions for their families or whether it is ineffective because of loopholes.** Sophisticated statistical analysis of the campaign simulation demonstrates that this is the paramount issue.
- **Bottom line: we will win this race if we have the resources to deliver a strong “right to know” message and combat the attacks that I522 is replete with exemptions that make it ineffective.** Voters believe that we have a right to know important information about the food we eat and feed our families, such as sugar and sodium levels, whether flavors are natural or artificial, and if fish is wild or farm-raised. We should also have the right to choose whether we want to buy and eat genetically engineered foods.