



GMO Free Boulder

Survey of Boulder County Voters

TOPLINE RESULTS – October 31, 2011

Prepared By Kupersmit Research

The survey was conducted October 25-30, 2011. Total of 600 interviews was conducted utilizing a voter list of registered voters in Boulder County. The survey carries a margin of error of $\pm 4.0\%$ at the 95% confidence level. A quota was used to ensure the correct balance of men and women in the survey.

THE FOLLOWING IS A TELEPHONE SURVEY. AN ANSWER WAS REQUIRED FOR EACH QUESTION, UNLESS NOTED OTHERWISE.

RESPONSES MARKED WITH A (DNR) WERE NOT READ ALOUD TO RESPONDENTS. ALL “NOT SURE” RESPONSES WERE NOT READ ALOUD.

ALL RESPONDENTS ARE FROM THE VOTER LIST. INSTRUCTIONS TO THE INTERVIEWER ARE PRESENTED IN CAPS.

Introduction and Screener

Hello, my name is _____ and I am calling on behalf of Standage Research, a public opinion research company. We are not selling anything, I am calling to ask your opinion about some Boulder County community issues that will be facing the Commissioners and voters in elections this year.

SCREENER:

1. To begin, are you 18 years of age or older and registered to vote in Boulder County?

Yes	100%
No	TERMINATE INTERVIEW
DK/NA/REFUSED	TERMINATE INTERVIEW

General Food Attitudes and Habits

Our survey today will cover a number of issues related to food. I am going to begin by asking if you have a positive, negative or neutral reaction to some words and phrases associated with the food you eat. If you are not familiar enough to have an opinion, just let me know. RANDOMIZE ORDER, USE SAME QUESTION/CODES FOR EACH ITEM

Do you have a very positive, somewhat positive, neutral, somewhat negative or very negative reaction when you hear this term?	Very positive	Smwht pos	Neutral	Smwht neg	Smwht negative	Unfamiliar	Not sure (DNR)
2. Organic foods	38%	29	25	4	3	0	1
3. Locally grown foods	57%	33	9	1	0	0	1
4. Processed foods	2%	9	26	35	27	1	1
5. Foods made with GMOs, or genetically modified foods	2%	6	27	18	36	8	4
6. Gluten free foods	17%	19	52	4	3	3	2

7. Now, think for a moment about Boulder County and the Open Space that we fund through local taxes. Would you say that you approve or disapprove of allowing organic farming on Boulder County Open Space? Is that strongly or somewhat (approve/disapprove)?

Strongly approve	37%
Somewhat approve	34
Neither approve nor disapprove (DNR)	10
Somewhat disapprove	7
Strongly disapprove	9
Not sure	4

8. Now I would like to ask you some questions about locally produced food. How important is it to you to buy locally produced food? Is it very important to you, pretty important, somewhat important, not too important or not at all important?

Very important	25%
Pretty important	28
Somewhat important	35
Not very important	9
Not at all important	3
Not sure	0

I am going to read you a list of some principles that some say are important for foods that are grown and sold locally here in Boulder, and ask how important they are to you.

How important is this to you for foods grown and sold locally here in Boulder? Is it very important, pretty important, somewhat important, not too important or not at all important?	Very important	Pretty	Smwht	Not very	Not at all	Not sure (DNR)
9. Grown in an environmentally responsible manner	50%	25	18	4	3	1
10. Adheres to clear standards for organic farming	40%	22	21	7	4	5
11. Free from the possibility of contamination by GMOs	44%	13	16	8	7	12

GMOs: Pros/Cons

Now I want to focus further on this issue of GMOs specifically.

12. How familiar are you with genetically modified foods, or GMO's? Would you say you are very familiar, somewhat familiar, not too familiar or not at all familiar? If you have never heard of them before this survey, please say so.

Unfamiliar/never heard of before	6%
Very familiar	20
Somewhat familiar	50
Not too familiar	16
Not at all familiar	7
Not sure	0

13. Thinking about your own grocery shopping habits, if you know that a product has been made with GMOs, would you be much more likely to buy it, somewhat more likely, somewhat less likely or much less likely, or would it not affect your decision?

Much more likely	1%
Somewhat more	2
No effect	32
Somewhat less	25
Much less likely	35
Not sure	6

14. I am going to read you the definition of GMOs, and ask your reaction. A GMO is a genetically modified organism whose DNA has been altered by the insertion of new genetic code. The most common GMOs are patented foods which are designed in a lab to be resistant to herbicides or designed to produce their own pesticide within the plant's cells.

Given this definition, would you say that you have a very positive, somewhat positive, neutral, somewhat negative or very negative impression of GMOs?

Very positive	5%
Somewhat positive	13
Neutral	28
Somewhat negative	24
Very negative	30
Unfamiliar	0
Not sure	1

15. I am going to read you two statements, and ask which comes closer to your view. ROTATE STATEMENTS

- Some people say that GMO's are harmful to human health, and crop production that uses GMO technology is harmful to the environment.
- Some people say that GMOs are a scientific and technological advancement that increases crop production in a safe and cost-effective manner.

Which of these comes closer to your view? Would you say that you feel that way strongly or just somewhat?

Strongly - GMOs are harmful	27%
Somewhat – GMOs are harmful	21
Somewhat - GMOs are an advance	24
Strongly – GMOs are an advance	10
Neither one (DNR)	10
Not sure	9

GMOs on Boulder County Open Space

16. Thinking again about Boulder County and the Open Space that we fund through local taxes, would you say that you approve or disapprove of allowing farming on Boulder County Open Space that uses GMO crops, or crops from seeds that have been genetically engineered? Is that strongly or somewhat (approve/disapprove)?

Strongly approve	8%
Somewhat approve	17
Neither approve nor disapprove (DNR)	10
Somewhat disapprove	19
Strongly disapprove	43
Not sure	5

17. Which of the following do you think is the best position for Boulder County Open Space regarding GMOs: ROTATE CHOICES

Allow GMO crops on Boulder County Open Space	25%
Prohibit GMO crops on Boulder County Open Space	60
None of these (DNR)	6
Not sure	9

18. If there was a ballot election to ban the use of GMO crops on Boulder County Open Space, would you definitely vote in favor of banning GMOs on Boulder County Open Space, probably vote in favor, probably vote against or definitely vote against banning the use of GMO crops on Boulder County Open Space?

Definitely vote in favor of banning GMOs	39%
Probably vote in favor	17
Probably vote against	17
Definitely vote against banning GMOs	16
Refused to say (DNR)	1
Undecided/Not sure yet	11

Now, I am going to read you some statements made by opponents of GMOs who want to ban the use of GMO crops on Boulder County Open Space.

TOP STATEMENT:

19. Taxpayer funded open space should be for local use that reflects the values of the community. Do we want big corporate agribusiness with patented seeds and pesticides on our open space, or do we want to support localized agriculture that is diverse and sustainable here in our community?

Is this a very convincing, somewhat convincing, not very convincing or not at all convincing reason to prohibit the use of GMO crops on Boulder County Open Space?

Very convincing	50%
Somewhat	26
Not very	10
Not at all	11
Not sure	4

20. Thinking about what you have heard, which of the following do you think is the best position for Boulder County Open Space regarding GMOs: ROTATE CHOICES

Allow GMO crops on Boulder County Open Space	19%
Prohibit GMO crops on Boulder County Open Space	71
None of these (DNR)	3
Not sure	8

Demographics

These last questions are used for statistical purposes, and are not identified with you individually:

21. In which Boulder County City do you live? If you live in an unincorporated area of Boulder County, like Gunbarrel or other unincorporated areas, just say so?

Boulder	37%
Erie	3
Gunbarrel	1
Lafayette	11
Longmont	26
Louisville	8
Superior	3
Unincorporated/Other small town	10
Not sure	2

22. Do you generally consider yourself to be liberal, moderate or conservative?

Liberal	41%
Moderate	29
Conservative	25
Not sure	7

23. Which of the following best describes your age?

18-24	3%
25-34	6
35-49	17
50-64	37
65+	33
DK/NA/REFUSED	3

24. Do you have any children under the age of 18?

Yes	19%
No	79
Not sure	2

25. What is the highest level of education you have attained?

Some high school	1%
High school graduate/equivalent	10
Some college	17
College graduate	31
Graduate school/Post-graduate	38
Vocational/technical college or program	1
Not sure	0
DK/NA/REFUSED	2

Thank you for your time.

AFTER THE CALL:

26. CODE GENDER

Female	52%
Male	48

27. CODE VOTE HISTORY

0 of 4	3%
1 of 4	6
2 of 4	26
3 of 4	22
4 of 4	43

28. RECORD SURVEY DURATION IN MINUTES *11.3 minutes*