

**Proposition 37, California Right to Know Initiative
Post-Election Survey Analysis – Quick Statistics**

Poll Conducted by Lake Research Partners
Commissioned by Center for Food Safety Action Fund

Group	Proposition 37 Ballot (% Yes - %No)	Food Labeling (%Favor - % Oppose)
All	49-51	67-28
Voted Election Day (57%)	51-49	68-27
Voted early (43%)	46-54	66-29
Men (48%)	45-55	65-30
Women (52%)	52-48	70-26
Under 30 (17%)	55-45	74-23
30-39 (18%)	49-51	74-23
40-49 (23%)	52-48	70-24
50-64 (28%)	46-54	64-33
65+ (13%)	39-61	52-40
Men <50 (27%)	49-51	71-25
Women <50 (30%)	55-45	74-22
Men 50+ (20%)	40-60	56-38
Women 50+ (21%)	47-53	64-33
White (61%)	42-58	63-32
Latino (21%)	61-39	72-24
Asian (7%)	61-39	75-21
African-American (6%)	56-44	79-15
White men (29%)	37-63	57-38
White women (32%)	46-54	69-27
Latino men (11%)	59-41	77-20
Latina women (10%)	62-38	68-29
Democratic men (19%)	48-52	73-22
Democratic women (26%)	60-40	77-20
Republican men (16%)	26-74	41-52
Republican women (16%)	42-58	62-34
Obama voters (57%)	60-40	78-18
Romney voters (35%)	29-71	50-45
Los Angeles (24%)	52-48	75-21
Orange County (9%)	42-58	65-32
Inland Empire (10%)	42-58	56-42
San Diego (10%)	49-51	68-26

Central Coast (6%)	48-52	59-29
Fresno (6%)	36-64	63-37
Sacramento (12%)	42-58	58-39
Bay Area (22%)	56-44	73-20
Non-college (48%)	53-47	67-29
College-educated (52%)	45-55	68-27

The statewide survey was conducted December 1-4, 2012. Lake Research Partners used telephone interviews with professional interviewers and online interviews with 803 California voters who stated that they voted on Proposition 37 in the November 2012, and agreed to disclose their vote on the proposition. The margin of error for the base sample is +/- 3.46% and larger for sub-groups.

About Center for Food Safety Action Fund

Center for Food Safety Action Fund is a 501(c)(4) organization that is a separate sister organization of the Center for Food Safety. The mission of Center for Food Safety Action Fund is to protect human health and the environment by educating the public and lobbying on a wide range of food and environmental issues.

About Lake Research Partners

Lake Research Partners is a national public opinion and political strategy research firm founded by Celinda Lake in 1995. Its principals are leading information and political campaign strategists, serving as tacticians and senior advisors to a wide range of advocacy groups, labor unions, non-profits, government agencies, companies and foundations, as well as dozens of elected officials at all levels of the electoral process. The firm is national in scope, with offices in Washington, DC, New York, and California.