Proposition 37 losing in late poll

SACRAMENTO — Backing for Proposition 37, the genetically engineered food labeling initiative, is falling, fast.

A new poll by the California Business Roundtable and the Pepperdine University School of Public Policy showed 39.1% of likely voters support the measure, while 50.5% oppose the labeling requirement. Undecided voters represented 10.5% of respondents. The results released Tuesday show a a drop in support of nine percentage points since a similar survey just over two weeks ago.

View the original article here: Proposition 37 losing in late Business Roundtable-Pepperdine poll